



MARKETING FOR SMALL BUSINESSES

Marketing is about getting your business known and building your position within the marketplace. Small businesses don't always have a big budget for marketing, so they have to do things a little differently than big business in order to grow their presence, increase results, and meet business goals. This two-day workshop will help small business owners and managers develop their marketing message, create a marketing plan, and apply the right strategies.

This two-day workshop will help you teach participants:

- ✓ Describe the essential elements of a marketing plan, no matter the size of the business
- ✓ Apply tools and strategy to create a marketing plan that supports the growth of your small business
- ✓ Use six steps to create, implement, and review a marketing plan
- ✓ Leverage the best of Internet and social media marketing

COURSE OUTLINE

Course Overview

You will spend the first part of the day getting to know participants and discussing what will take place during the workshop. Students will also have an opportunity to identify their personal learning objectives.

Marketing for Small Business

The first session of the course will define marketing in the context of small businesses. Participants will also review their pre-assignment.

Elements of a Successful Marketing Message

This session will look at the four elements of a strong message: the USP, relationship building, influence and persuasion, and testing.

The Marketing Cycle in Small Business

The afternoon of the first day will be spent exploring the marketing cycle in the context of small businesses.

Marketing Strategies

To begin Day Two, we will offer some ideas for marketing strategies for small businesses. We will also talk about getting the most bang for your buck and working with a small budget.

Implementing Your Plan

In this session, participants will learn how to implement, evaluate, review, and revise their marketing plan. Marketing budgets will also be discussed in depth.



Internet Marketing Basics

The final session of the course is devoted to Internet marketing. Participants will learn why Internet marketing is important, what strategies they should consider, how to manage e-mail marketing, how to use SEO (search engine optimization), and social media techniques.

Workshop Wrap-Up

At the end of the course, students will have an opportunity to ask questions and fill out an action plan.