

# Gearing You For Growth

Bursaries | **Business Skills** | Coaching and Mentoring | Computer Skills | E-Learning | Learnerships | Skills Development | Virtual Training

## Marketing For Small Businesses

### Course Overview

Marketing is about getting your business known and building your position within the marketplace.

Small businesses do not 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.

### Course Objectives

This two-day workshop will teach delegates how to:

- 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.

### Prerequisite

There are no prerequisites.

### Target

This workshop is for any person responsible for the marketing of a small business or even the owner of a small business.

### Duration

- 2 Days



## Course Outline

### Marketing for Small Businesses

The first session of the course will define marketing in the context of small businesses. Delegates 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, delegates 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. Delegates 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.