

## Online Marketing for Small Businesses

*Keen to get your small business off the ground and gain more traction online? Learn basic online marketing tactics across a variety of platforms to help increase your visibility.*

In this workshop you'll learn the basics of promoting your small business online in a professional and ethical manner. We'll show you how to achieve a cross-platform strategy, working with you to refine your unique selling point in order to write customer-driven stories and social media updates. You'll learn the basics of search engine optimization (SEO) enabling you to tailor your website/social media profiles to what people are searching for, therefore increasing your business's visibility on Google.com and other search engines.

**Ability Level:** Beginner to Intermediate (you preferably have a basic website or social media platforms setup)

**Language:** English (you need to have at least a B1 level of English to fully participate). You are welcome to do the practice exercises in the language of your choice.

**Course Duration:** One-day workshop (from 10am – 3pm)

### Course Outcomes:

1. Understanding Online Marketing
2. Cross-Platform Strategy and Objectives
3. Researching the Market (Online)
4. Finding Your Unique Selling Point (USP)
5. Knowing Your Audience
6. Writing Customer-Driven Texts
7. Website & Search Promotion
8. Social Media Promotion – Do's and Don't's (Facebook, Twitter etc.)
9. Search Engine Optimization (SEO) Requirements
10. Analysing and Tweaking Your Marketing Efforts