



Marketing Communications for the Small Business

Course Overview

Business communications are complex two-way streets that, done well, can increase your number of customers and increase profits. Done poorly or in unprepared fashion, you'll be beaten by your competitors.

In this two-day course, you'll learn elements of written communication that will cement your footing with existing customers and give you an edge over competitors. It doesn't matter if you are a beginner to the communication business. This course will give you the fundamentals for future development. If you are already adept or have some expertise in the field, this course will reinforce and polish your knowledge.

Recommended for: Entrepreneurs, small business owners

Format: Instructor-led

Duration: Two days

Learning Objectives

- Define marketing communications and its various elements
- Customize these key elements for their company
- Identify clear communications processes and plans they need for the future
- a Develop, maintain, and evolve effective marketing content



Course Outline

- Unit 1: The Multi-Lane Communications Highway
 - Pre-Assignment Review
- Unit 2: The Building Blocks of Marketing
 - The Business Strategy
 - Your Marketing Plan
 - Your Public Relations Plan
 - Your Elevator Pitch
- Unit 3: Your Communications Plan
 - What is Your Destination?
 - What Route Will You Take?
 - What Are the Rules of the Road?
 - Who is Your Primary Spokesperson?
 - How Will You Manage Traffic onto the Highway?
- Unit 4: Messaging Mechanics
 - The Five C's of a Successful Message
- Unit 5: Focus Your Messages for Impact
 - Set a Goal for Every Piece
 - Strengthen Your Core Message
- Unit 6: Sharing Information through Media Releases
 - What Is a Media Release?
 - Key Considerations for your Media Message
- Unit 7: Online Communications
 - Build Your Brand with Blogs
 - Build Your Presence with Social Media
 - Social Media Worksheet
- Unit 8: Ignite Your Messages with Stories
 - Everyone Likes a Story
 - Tell Me a Story
- Unit 9: Wrap Up Your Communications in One Neat Package
 - Crafting the One-Page Fact Sheet
 - Repeat Your Message Freely
- Unit 10: Maximizing Your Results
 - Search Engine Optimization (SEO)
 - Keeping Tabs on Your Progress
 - Check in with Your Customers
 - Conduct a SWOT Analysis
- Unit 11: Managing Your Message During a Crisis



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