

Small Business Marketing

Course Overview

Marketing is promoting your business and establishing your position in the marketplace. Small businesses don't usually have large marketing budgets, so they must use different strategies. They still must build their identity, grow revenues, and meet business objectives. This seminar helps small business managers and owners create a marketing plan, develop their marketing message, and deploy effective strategies.

Recommended for: Small business managers and owners

Format: Instructor-led

Duration: Two days

Learning Objectives

- Identify the fundamental elements of a marketing plan
- Apply strategies and tools to build a marketing plan to support small business growth
- Leverage six steps for creating, implementing, and reviewing a marketing plan
- Use internet and social media tools for business marketing



Course Outline

Unit 1: Marketing for Small Business

- Defining Marketing in the Small Business Context
- Pre-Assignment Review

Unit 2: Elements of a Successful Marketing Message

- Define Your USP
- Building the Relationship
- Influencing Others
- Test and Revise Your Message

Unit 3: The Marketing Cycle in Small Business

- Step One: Market Analysis
- Step Two: Analyze the Competition and Find Your Advantage
- Step Three: Analyze the Distribution Channels
- Step Four: Create a Marketing Plan
- Bringing It All Together

Unit 4: Key Marketing Strategies for Small Businesses

- Get the Most Return for Your Money
- Top Marketing Tactics That Work
- Identify Opportunities
- A Simple Marketing Plan for Small Budgets

Unit 5: Implementing Your Plan

- Start with a Marketing Budget
- Four Rules for Establishing Your Budget
- Manage Your Budget
- Step Five: Implementing and Evaluating Your Plan
- Step Six: Reviewing and Revising Your Plan

Unit 6: Internet Marketing Basics

- Popular Internet Marketing Strategies
- Having an Influence on Buyers
- Email Marketing That Gets Read
- What Is SEO?
- Put Social Media in the Mix



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