



Marketing for Small Businesses

Select Your Learning Style

Facilitator-led 2 Day Program (Classroom)

OR

eLearning format (Self-paced)

Please refer to Pricing Page for cost per participant

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 course will help small business owners and managers develop their marketing message, create a marketing plan, and apply the right strategies.

What Will Participants Learn?

- ✓ 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 their small business
- ✓ Use six steps to create, implement, and review a marketing plan
- ✓ Leverage the best of Internet and social media marketing

What Topics are Covered?

- ✓ Marketing for small business
- ✓ Elements of a successful marketing message
- ✓ The marketing cycle in small business
- ✓ Marketing strategies
- ✓ Implementing your plan
- ✓ Internet marketing basics

What's Included in Your Learning Style?

- ✓ Self-paced eLearning OR
- ✓ Interactive class environment – Facilitator-Led
- ✓ Specialized course materials and resources
- ✓ Personalized certificate of completion

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