

Online Skills for Small Business Course

Written by Candice S. Edey

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Need to give your business a kick-start this year? Then join us in the Online Skills for Small Business Course! This course was developed based on the needs identified by participants in the Market Stallholder's Course. It's perfect for small business owners who have a limited marketing budget and want to learn how to use the online environment to stretch their marketing dollars as far as possible.

Not only is the course partially funded by the ACT Government, but it's accredited which means you will get a Statement of Attainment for the 6 modules covered and will have 6 out of the 10 units necessary for a Certificate IV in Business.

The delivery of the course takes the best from the peer group format and combines it with learning new concepts and marketing principles. You will learn how to:

- Discover your niche and differentiate your business in a competitive online market
- Identify whether social media like Twitter, Facebook and blogging will work for your business
- Enhance your web presence through a better understanding of how to review and maintain your website
- Build a practical marketing action plan
- Run an online marketing campaign
- Manage your reputation online
- Develop your personal brand
- Cost effectively manipulate the marketing mix to make the most of your marketing budget

During the course you will actually be working on a marketing campaign for your business and will have access to a focus group of your peers to test it out before launching it with your customers.

For more information or to book your place contact Candice on (02) 6292-1573 or email candice@themarketingcoach.com.au.

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