

TRAINING COURSE OUTLINE – Local Enterprise Office Wicklow

Course Title:	Effective Marketing for SMEs
Delivery Date:	Wednesday 5th October 2022
Venue:	ONLINE via ZOOM
Duration & Time:	09.30 to 16:30
Cost:	€30
Number of Participants:	20
Trainer s' Names:	The Entrepreneurs Academy - Trainer: Helen McNulty Helen specialises in content marketing and digital advertising as both a content creator and social media marketing manager.
Objective of the Course	<p>The objective of this course is to help participants learn to tell their unique business story to the right audience as effectively and efficiently as possible, conscious of the limited financial resources, time and existing skills they may have. Training is highly practical using relevant case studies to help motivate and equip them for success and growth.</p> <p>This workshop will be delivered over 7 hours within a highly interactive and collaborative workshop the participants will be equipped to do the following within a limited budget:</p> <ul style="list-style-type: none"> • Generate a practical marketing strategy for their business • Create a 'following' of prospective clients / customers • Implement an overall online presence that speaks to their customers;

<p>Course Outline:</p>	<p>Topics include:</p> <ul style="list-style-type: none"> ➤ Marketing Strategy - What needs to be achieved - sales targets, funnel creation, brand recognition, etc. and how will we reach these targets; ➤ Determine resources available to support Marketing; ➤ Market research – assessing requirements, implementation and analysis; ➤ Branding – Consistent cost-effective marketing material Crafting a marketing message that translates to leads / conversion / sales; ➤ Building an online presence to create a “following” with laser focus on the right people, the right message in the right place to ensure efficiency / minimise waste; ➤ How to recognise and acknowledge challenges through authentic communications; ➤ Tips and Tools to use – Canva, Video, Smartphone Apps; ➤ 10 ways to market on a tight budget;
<p>How to Book:</p>	<p>Book at: www.localenterprise.ie/wicklow</p>