

Module 1: MARKETING

- 1.1 What is marketing?
- 1.2 Customers needs and wants
- 1.3 Marketing research
- 1.4 Market research: what to look at and where to find it
- 1.5 Segmentation
- 1.6 Positioning
- 1.7 The 4 Ps – Product, Price, Place, Promotion
- 1.8 Three more Ps – People, Process, Physical environment
- 1.9 Product development
- 1.10 Pricing strategy
- 1.11 Credit and payment terms
- 1.12 Promotion channels

Module 2: YOUR MARKETING PLAN

- 2.1 Why have a marketing plan?
- 2.2 Essential components for a marketing plan
- 2.3 Sample marketing plan

Module 3: LOW COST MARKETING TECHNIQUES

- 3.1 Business image
- 3.2 Increase your visibility in your community
- 3.3 Referrals
- 3.4 Build a mailing list
- 3.5 Business networking

Module 4: DEVELOPING YOUR BRAND

- 4.1 Brand identity
- 4.2 Differentiate
- 4.3 Brand name and logo
- 4.4 Building your brand personality
- 4.5 How?
- 4.6 Believe in your brand and your customers will too

Module 5: YOUR WEBSITE

- 5.1 Why do you need a website?
- 5.2 Setting up a website

- 5.3 Creating good content
- 5.4 The copy
- 5.5 Search engine optimisation, SEO
- 5.6 Website analytics
- 5.7 Benefits of blogging

Module 6: SOCIAL MEDIA AND ONLINE MARKETING

- 6.1 What is online marketing?
- 6.2 The power of social media
- 6.3 Rules of engagement
- 6.4 Prepare a social media marketing plan
- 6.5 Manage your online presence
- 6.6 How to be likeable on social media
- 6.7 A picture is worth a thousand words
- 6.8 Facebook
- 6.9 LinkedIn
- 6.10 Google + Business
- 6.11 Twitter
- 6.12 Blog
- 6.13 YouTube
- 6.14 Pinterest
- 6.15 Skype
- 6.16 Email marketing

Module 7: PUBLIC RELATIONS AND ADVERTISING

- 7.1 Look for PR opportunities
- 7.2 Brainstorming
- 7.3 Writing an effective press release
- 7.4 Radio/Press interview
- 7.5 Generate newsworthy ideas
- 7.6 Advertising

Module 8: SALES

- 8.1 Sales campaigns
- 8.2 Your sales pitch
- 8.3 Lead generation
- 8.4 Pay per click advertising (PPC) and selling online

