

Indigenous Business Learning Program

Building Your Business Skills



Course Overview

To build a sustainable business, it is important to build your business skills. This course provides you and your team with skills, knowledge, and tools to build and grow your business.

The course introduces core concepts of marketing, SEO, customer engagement and building your business online, and provides simple strategies to build your understanding and confidence to effectively grow your business.

Learning Objectives

- Know the core principles of marketing
- Understand how marketing supports your business
- Build confidence to market your products online
- Understand how to identify your ideal client, and segment your market
- Understand how to showcase your business online through landing pages and websites
- Understand how technology can support your business growth

Module 1 - Introduction to Marketing

1. The 4Ps of Marketing
2. What is a Marketing Strategy?
3. Marketing Start-up to Scale-up
4. Value Proposition
5. Pricing strategy

Module 2 - Understanding Your Client

1. Identifying Your Ideal Client
2. Segmenting Your Audience (Market Segmentation)
3. Customer Engagement

Module 3 - Marketing to Your Clients

1. Introduction to Sales Funnel
2. Lead Generation
3. Email Marketing
4. Social Media Marketing

Module 4 - Business Tools

1. Introduction to SEO
2. Tools/Technology to Help Your Business Growth
3. Google My Business
4. Google My Business Mini-Lesson
5. Setting Up Your Business Structure

Module 5 - Building Your Business Online

1. Developing a Landing Page
2. Building a Simple Website

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Module 1 - Introduction to Marketing

The 4Ps of Marketing

In this lesson, we introduce the 4Ps of Marketing, how they support your marketing strategy, and why they are important to consider when developing your business plan.

What is a Marketing Strategy?

In this lesson, you will learn what a marketing strategy is and be introduced to the key elements of a marketing strategy. We provide real examples of how to implement these elements and a template to help you develop your own marketing strategy.

Marketing Start-up to Scale-up

In this lesson, we define the differences between a start-up and a scale-up and how a company shifts to scale. A resource outlining 5 tips to help you identify when you are ready to scale is also included.

Value Proposition

In marketing, your unique selling or value proposition is how you tell your customers about who you are, what you do, and why they should choose you over your competitors. In this lesson, we are going to show you how to build your value proposition.

Pricing strategy

In this lesson, we introduce different pricing strategies and how to develop a pricing strategy for your business.

Module 2 - Understanding Your Client

Identifying Your Ideal Client

In marketing, finding your ideal client can be the difference between success and failure. In this lesson, we walk through how to identify your ideal client and market to them.

Segmenting Your Audience (Market Segmentation)

Now you know who your audience - or ideal client - is, it's time to segment them. Segmenting your audience helps divide your target market into smaller, more defined categories and allows you to target your marketing efforts more effectively.

Customer Engagement

How you engage with your customers is a key objective that should align with your organisational vision. In this lesson, we share what customer engagement is, the benefits of customer engagement and outline the key steps to developing your customer engagement strategy.

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Module 3 - Marketing to Your Clients

Introduction to Sales Funnel

Marketing is a fundamental part of every business and at the heart of a business' marketing is the marketing or sales funnel. In this lesson, we introduce the sales funnel, how it's used, and how you can leverage it to improve your marketing at each stage of your buyer's journey.

Lead Generation

Lead generation is the way you build awareness and interest in your product or service and the process for turning visitors into customers. In this lesson, we review how to develop a lead generation strategy for your business.

Email Marketing

Email marketing is still one of the most effective marketing channels, beating out social media, SEO, and affiliate marketing. In this lesson, we share what email marketing is and the value of using it to connect with your customers.

Social Media Marketing

Using social media to sell or promote your brand, product or service is becoming increasingly effective for businesses, especially as you grow your brand. In this lesson we share simple strategies to help you utilise social media to connect with your customers.



Module 4 - Business Tools

Introduction to SEO

SEO is critical to growing a business online, but it can be complex! This lesson introduces four key aspects of SEO to ensure your business is visible online.

Tools & Technology to Help Your Business Growth

This lesson introduces four business tools to help organise and manage your workload, as well as to engage and connect with customers.

Google My Business

Google My Business provides a quick and easy way to connect with potential customers. In this lesson, we introduce the key aspects of Google My Business and how it can help build the visibility of your business online.

Google Business Posts & Reviews mini-lesson

This lesson introduces the value of Google Business Posts and customer reviews in growing your business and in building trust with your customers.

Setting Up Your Business Structure

Having the right structure for your business is critical for your long-term growth. In this lesson, we share introduce common business structures and how to determine the right structure for your business.

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Module 5 - Building Your Business Online

Developing a Landing Page

Landing pages serve as an entry point to your brand. This lesson shares the value of landing pages and how to set up an effective landing page for your business.

Building a Simple Website

Whether your business is selling online or you have a brick-and-mortar store, a website can help engage and build trust with your clients. In this lesson, we outline the key to creating your website.



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