

Developing your Marketing Skills

Course Overview

Marketing is an essential part of building and growing a business – but we are not all marketing experts. In this course, we introduce you to core concepts and provide simple strategies to build your understanding and confidence to effectively market your product.

This course includes foundational topics such as What is a marketing strategy and Introduction to Marketing, through to more advanced topics on lead generation, utilising Facebook groups, and Re-marketing.

Learning Objectives

- Know the core principles of marketing
- Understand how marketing supports your business
- Build confidence to market your products online

Module 1: Introduction to Marketing

What is a Marketing Strategy (coming soon)
The 4Ps of Marketing
Marketing from start-up to scale-up (coming soon)

Module 2: Understanding your Customer

Identifying your Ideal Client
Segmenting Your Audience
Customer Engagement (coming soon)

Module 3: Product Development (Coming soon)

Value Proposition (coming soon)
Develop products for your market (coming soon)
Pricing strategy (Perceived value vs cost) (coming soon)
Sales Funnels (coming soon)
Memberships (coming soon)

Module 4: Customer Journey

Introduction to Marketing & Sales Funnels
Engaging with Customers (coming soon)
Lead Generation
Facebook Groups (coming soon)
Growing value of customers (coming soon)
Re-Marketing (coming soon)

Module 5: Business communications & marketing (Coming soon)

Value Proposition (coming soon)
Content Creation (coming soon)
Creating a compelling offer and Call to Action (CTA) (coming soon)
Segmenting your Messaging (coming soon)
Systems to support your communications (coming soon)

Module 6: Identifying the right channels (Coming soon)

Intro to Marketing Channels (coming soon)
Content Marketing Plan (coming soon)

Module 7: Digital Marketing

Social Media Marketing (coming soon)
Search Engine Optimisation (SEO) (intro) (coming soon)
Technology/Tools (coming soon)
Google My Business (coming soon)
Developing a Communications Strategy (coming soon)
Digital Marketing Strategies (coming soon)
SEO (intermediate) (coming soon)
Email Marketing (intermediate) (coming soon)