

## Technology to Build your Business

### Course Overview

Digital transformation is one of the key drivers behind long-term growth and success in business. Small and medium-sized businesses are increasingly using technology to strengthen product development, marketing, and customer engagement. The adoption of technology within your business enables you to create a seamless customer experience, build competitive advantage and leverage your time to enable you to build a business that can scale.

In this course, we introduce simple and effective tools to support your business growth, from Google My Business to email marketing, selling online to engaging a virtual assistant to leverage your time and business effectiveness.

### Learning Objectives

- Understand how technology can support your business growth
- Learn how to measure the success of your online strategies using data analytics
- Confidence to build an online business
- Learn how to build your business using virtual assistants

### Module 1: Business Tools

Tools/Tech to support your business (coming soon)  
Intro to Google and Microsoft systems (coming soon)  
Google my business (coming soon)  
Email Marketing  
Data Analytics (coming soon)

### Module 2: Selling online (coming soon)

Setting up an Online Store (coming soon)  
Building a simple website (coming soon)  
Website Development (coming soon)  
E-Commerce Integrations (coming soon)

### Module 3: Membership Based Business (coming soon)

Building a recurring income (coming soon)  
Creating your membership offer (coming soon)  
Developing your pricing strategy (coming soon)  
Creating a Membership Platform (coming soon)  
Onboard members (coming soon)

### Module 4: Engaging a Virtual Assistant (coming soon)

Building a Virtual Team (coming soon)  
How to engage a VA (coming soon)  
Skills & Training (coming soon)  
Setting up Systems (coming soon)  
Advanced Systems (coming soon)  
Growing the business with your Team (coming soon)