

# Marketing for Small Businesses

Marketing for small businesses means understanding your environment, consumers, and how a small company can position themselves even in the most competitive marketplaces.

Our two-day Marketing for Small Businesses courseware includes step-by-step lessons on understanding the marketing cycle, how people buy, strategies to implement on small budgets, and how to build a presence in the marketplace using traditional, Internet and Social Media marketing.

The resources in this course give small business owners, entrepreneurs, and start-ups with everything they need to set up a marketing plan.

## Course Outline

### Session One: Course Overview

#### Session Two: Marketing for Small Business

Defining Marketing in the Small Business  
Context  
Pre-Assignment Review

#### Session Three: Elements of a Successful Marketing Message

Your USP  
Making Connections  
Building the Relationship  
Influence and Persuasion  
Testing and Revising

#### Session Four: The Marketing Cycle in Small Business

Marketing Essentials  
Stage One: Consumer and Market Analysis  
Stage Two: Analyzing the Competition and Yourself  
Stage Three: Analyzing Distribution Channels  
Stage Four: Creating a Marketing Plan  
Bringing it All Together  
Making Connections

### Session Five: Identifying Marketing Strategies

Key Marketing Strategies for Small Businesses  
Getting the Most Bang for Your Buck  
Making Connections  
Top Ten Strategies for Success  
Identifying Opportunities (Part One)  
Identifying Opportunities (Part Two)  
A Simple Marketing Plan for Small Budgets

### Session Six: Implementing Your Plan

What is a Marketing Budget?  
Four Rules for Establishing Your Budget  
Managing Your Budget  
Stage Five: Implementing and Evaluating  
Stage Six: Reviewing and Revising

### Session Seven: Internet Marketing Basics

What It Looks Like  
Popular Strategies  
Sharing Messages  
E-mail Marketing  
What is SEO?  
Leveraging Social Media  
Recommended Reading List  
Post-Course Assessment