

Marketing for Small Businesses

Marketing is about getting your business known and building your position within the marketplace. Small businesses don't always have a big budget for marketing, so they have to do things a little differently than big business in order to grow their presence, increase results, and meet business goals. This training will help small business owners and managers develop their marketing message, create a marketing plan, and apply the right strategies.

What Will Students Learn?

- ✓ Describe the essential elements of a marketing plan, no matter the size of the business
- ✓ Apply tools and strategy to create a marketing plan that supports the growth of their small business
- ✓ Use six steps to create, implement, and review a marketing plan
- ✓ Leverage the best of Internet and social media marketing

What Topics are Covered?

- ✓ Marketing for small business
- ✓ Elements of a successful marketing message
- ✓ The marketing cycle in small business
- ✓ Marketing strategies
- ✓ Implementing your plan
- ✓ Internet marketing basics

What's Included?

- ✓ Instruction by an expert facilitator
- ✓ Small, interactive classes
- ✓ Specialized manual and course materials
- ✓ certificate of completion

Pre-Registration Information

Yes! I would like to attend **Marketing for Small Businesses!** Sign me up for the following session:

- 310 Oak Avenue, NBS Building 3rd floor Randburg.
- Accreditation : SETA : 12255
Bankseta : Bank-Corne180502

- All Training are from 9:00 a.m. until 3:30 p.m.
- Cost: Per person. Kindly contact the call centre
- Timeframe :



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Banking Details

Account Name : Cornerstone Supreme
Account Number : 62653109283
Bank : FNB
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