



# Small Business Marketing Program Training Strategies for Success

**Purpose:** To empower entrepreneurs and small business leaders, providing them with the latest insights and leadership tools essential for crafting impactful marketing strategies, fostering business growth, creating confidence within their teams.

**Structure:**

16x 2 1/2 classes (weekly)  
Total: 40 hours over 6 months

**Evaluation tool:**

Case Study of your own business.

Applying the concepts and principles of each module to your business throughout the course.

## Class 1 – Leadership Foundations

**Lead Facilitator:** Jenelle Wensley

**Class Objectives:**

- Increased self-awareness
- what are you currently doing
- set goals and achievements
- set expectations
- evaluate where everyone is
- introductions into their business
- Understanding how/ what marketing is to be successful entrepreneur
- understand what is their struggles and what could be holding them back on getting it done.
- network how can we help/questions

**Module Description & Intended Learning Outcomes:**

We specialize in crafting precise and personalized personas of your ideal customer types, ensuring enduring relevance. Our expertise lies in pinpointing your clients' desires, requirements, and challenges

Learning Resources:

- Complete questionnaire before the seminar starts. Detailed questions on what your business marketing needs looks like.
- Complete the following online learning- 16 personalities-

## Class 2 – setting up the foundations

**Lead Facilitator:** Jenelle Wensley

**Class Objectives:**

- Review
  - what is/ explain google analytics, google console, google my business, social media platforms, seo, Google ads. Traditional marketing comparison.
- network how can we help

**Module Description & Intended Learning Outcomes:**

Help participants learn the difference between online and what these tools actually are.

**Learning Resources:**

- youtube video inspiring

## Class 3 – Creating Your Vision/ What do you want your brand to be.

**Lead Facilitator:** Jenelle Wensley

**Class Objectives:**

Delve into the essence of a compelling vision and its significance in marketing:

- Grasp the essence and significance of a vision
- Define values as a cornerstone for your vision
- Translate values into actionable behaviours
- Craft a visionary statement
- Execute and bring your vision to life in marketing strategies"
- network how can we help/questions

**Module Description & Intended Learning Outcomes:**

In the realm of marketing, crafting a vision is the bedrock of triumph. It embodies the core wisdom and creativity shaping business strategies and anchoring operational decisions. Throughout this module, you'll delineate your company's values, solidify them in quantifiable behavioral aspects, draft your initial vision statement, and uncover the potency of visualization (pun intended).

## Class 4 – Supply and demand

**Lead Facilitator: Jenelle Wensley**

**Class Objectives:**

- **Uncover the Strategic Power of Supply and Demand using trends and your own clients/customers**
- **Learn to tailor marketing efforts to market trends.**
- **Optimize resource allocation.**
- **Create impactful campaigns driving business growth.**

**Module Description & Intended Learning Outcomes:**

Discover the strategic power of supply and demand in advertising. Learn to tailor your marketing efforts to market trends, optimize resource allocation, and create impactful campaigns that resonate with audiences and drive business growth.

## Class 5 – Work smarter not harder

**Lead Facilitator: Jenelle Wensley**

**Class Objectives:**

- canva
- repurpose
- chatgpt
- capcut
- Ai tools

**Module Description & Intended Learning Outcomes:**

Basic knowledge on what those are and how to use them

## Class 6 –GMB reviews and how to get them/set up

**Lead Facilitator: Jenelle Wensley**

**Class Objectives:**

- **Optimized GMB Presence: Learn to maximize your GMB profile for better visibility and engagement.**
- **Understanding Review Impact: Grasp the significance of reviews in shaping your business reputation and discover their impact on local SEO.**
- **Strategies for Review Acquisition: Acquire actionable strategies to encourage more reviews, manage feedback effectively, and leverage positive reviews to enhance your business credibility.**

**Module Description & Intended Learning Outcomes:** Gain practical insights and strategies to garner more reviews for your business. Learn effective methods to encourage satisfied customers to leave feedback. Explore techniques for handling negative reviews gracefully, turning them into opportunities for positive engagement.

## Class 7 – Marketing Strategy (Entrepreneur)

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- Tailored Strategies: Explore current marketing strategies for B2C and B2B models, considering supply, demand, and trends.
- Metrics for Success: Learn to measure success using leading metrics, KPIs, and identify tactics aligning with corporate goals.
- Creating Impactful Strategies: Master the art of devising potent marketing strategies through audits, goal-setting, and optimal budget allocation.

### **Module Description & Intended Learning Outcomes:**

Equip yourself with insights into effective marketing strategies, measurement techniques, and strategic planning to drive success in today's diverse business landscape.

## Class 8 – Social Media and Sales

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- Using those "Pain Point" or greatest need in every potential customer
- Social key concepts when it comes to selling. Content strategy
- lead how to track them crm basics
- ecomm products vs services  
channel and which ones?

### **Module Description & Intended Learning Outcomes:**

Exploring the 'Pain Points' or core needs of each potential customer is key. Understanding social selling concepts is crucial for effective sales, especially in content strategy. Tracking leads and mastering CRM basics is essential for successful follow-ups. Additionally, distinguishing between e-commerce products and services is pivotal in tailored marketing approaches.

## Class 9 – How to outsource/ hire someone

**Lead Facilitator: Jenelle Wensley**

- Experience and Results: What experience do you have, especially in our industry, and can you share any successful campaigns you've led?
- Understanding Our Business: How familiar are you with our company and target audience? Can you provide insights on how you'd approach marketing for our specific niche?
- Skills and Specializations: What specific marketing skills do you bring, and how do they align with our objectives?
- Metrics and Reporting: How do you measure success, and what key metrics do you prioritize? Can you provide examples of how you analyze and report on campaign performance?
- Collaboration and Communication: How do you collaborate with teams or other departments, and what's your communication style like in a team setting?

### **Module Description & Intended Learning Outcomes:**

Participants will learn what considerations, processes and have the skills/ confidence to make the right choice for them. Group involvement/ discussion

## Class 10 – Online tool tutorials- learn the basics

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

Successful post to multiple platforms for social  
make 30 days worth of content with canva  
written/ shoot a video promo for your business using your phone  
be able to do basic edits with tiktok

### **Module Description & Intended Learning Outcomes:**

Provide confidence and inspire the class to put them self out there to create content

## Class 11 – Communication & your Influence with your audience

**Lead Facilitator: jenelle Wensley**

### **Class Objectives:**

- Unveiling diverse perspectives: Exploring how others perceive the world differently.
- Navigating through mental maps and perceptions: Understanding how these cognitive frameworks shape interactions.
- Breaking free from restrictive language patterns: Identifying and overcoming communication barriers.
- Origins of these limitations: Delving into the roots of these patterns.
- Recognizing and addressing these barriers: Strategies to spot and effectively manage miscommunications and assumptions.
- Precision and Adaptability: Embracing a balance between focus and agility for versatile strategies.
- Constructing impactful communication frameworks: Crafting structures that amplify the effectiveness of your messaging.

### **Module Description & Intended Learning Outcomes:**

Unleash your marketing prowess using tools  
Balance Precision and Adaptability: Embrace a dynamic strategy that combines focus and agility for versatile marketing approaches. Craft Impactful Communication Frameworks: Develop structures that magnify the impact of your messaging, ensuring maximum engagement and resonance.

## Class 12 – Overview review

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- Showcase and assess social media posts/videos for effectiveness.
- Complete workbook tasks and solidify the social calendar strategy.
- Pair up with an accountability buddy for ongoing commitment and support in implementing plans.

## **Module Description & Intended Learning Outcomes:**

Present and demonstrate social media posts/videos, evaluating their impact. Conclude workbook activities and finalize the social calendar strategy, all while pairing up with an accountability buddy to commit to and reinforce continued implementation.

## **Class 13 – Seo basics**

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- **what is seo review again**
- **website basics**
- **content how do to free thinks**
- **what are some paid options**

## **Module Description & Intended Learning Outcomes:**

Present and demonstrate basic things like what is a meta tag.. How do I written my content? How do I know what people are searching for? Seo free tool.

## **Class 14 – Google Ads over view**

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- **ad copy**
- **display**
- **account set up**
- **ad spend**
- **management**
- **where is it going**

## **Module Description & Intended Learning Outcomes:**

**Delve into the fundamentals of Google Ads and master the art of creating impactful ad copy that captivates your audience. Understand where your ads are placed, explore visual elements like photos, and unravel the secrets of a compelling content hook.**

## Class 15 – analytics set up track specifics

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- **Website Traffic Analysis: Understand your site's traffic sources, user behavior, and visitor demographics to optimize marketing efforts.**
- **Conversion Rate Monitoring: Track conversions to assess the effectiveness of marketing campaigns and website usability.**
- **Content Performance: Analyze which content resonates with your audience, aiding in refining your content strategy.**
- **E-commerce Insights: For online businesses, track sales data, customer behavior, and product performance to drive sales optimization.**

### **Module Description & Intended Learning Outcomes:**

Navigate the crucial metrics within Google Analytics that every business owner should track for data-driven decision-making. This course will cover the vital elements necessary to monitor and understand your website's performance.

## Class 16 – Overview wrap up

**Lead Facilitator: Jenelle Wensley**

### **Class Objectives:**

- **present social media posts/videos for effectiveness.**
- **Complete workbook tasks and solidify the social calendar strategy.**
- **Pair up with an accountability buddy for ongoing commitment and support in implementing plans. Show analytics tracking or what they want to track. Videos**
- **Network next steps?**

### **Module Description & Intended Learning Outcomes:**

Present and demonstrate social media posts/videos, evaluating their impact. Conclude workbook activities and finalize the social calendar strategy, track one page or button on your analytics account. Check in with your accountability partner commit to and reinforce continued implementation.

