

P W R DIGITAL

www.pwrdigital.com

DIGITAL MARKETING MASTERCLASS

FOR SMALL BUSINESS INCLUDES ELEARNING PACK

Join us for this exciting one-day masterclass that covers the fundamentals of digital marketing for small businesses. This course is specifically designed to help small businesses better understand and fully exploit digital marketing opportunities.

Who's it intended for?

Whether you're a single-person operator, or you run a small business with around 50+ staff, this course will help you to better understand your digital marketing options when running a small business, and how to grow your business.

You may or may not already have a dedicated marketing person in house or be working with a marketing consultant/agency; either way, there are a number of fundamental concepts and approaches to digital marketing in 2018/19 that you will need to fully comprehend in order to gain the most benefits for your small business.

Upcoming dates:

2019

8th Feb 2019 (Day 1 only)

14th & 15th Feb 2019 (2 Days)

Please check for further date announcements on our website www.pwrdigital.com

What does the course cover?

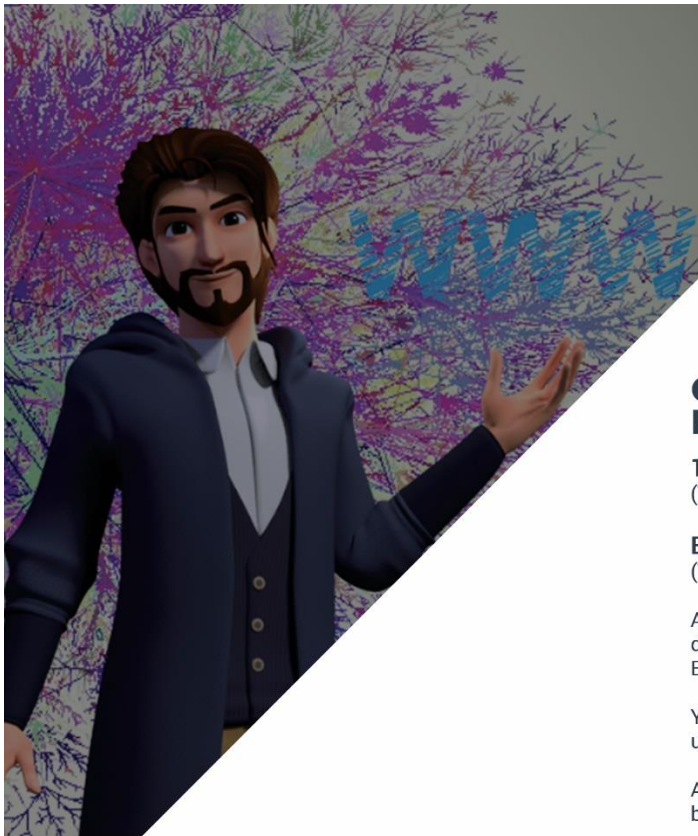
This intensive one-day course will cover 12 specific modules, plus you will ALSO receive for FREE one-year's unlimited access to our online learning materials that our Digital Marketing for Small Businesses course is based on.

The following 12 modules will be covered during the training day:

- 1 Introduction to digital marketing, what's different for a small business
- 2 Taking your business online, what you need and what good looks like
- 3 How to improve your digital presence
- 4 How to improve your content marketing
- 5 How to improve your social media
- 6 How to improve your email/CRM
- 7 How to improve your search marketing
- 8 How to improve your user experience
- 9 How to improve your customer acquisition
- 10 How to improve using your digital analytics
- 11 How to improve your e-commerce
- 12 Gain a better understanding of Digital Models

We will also be offering a Day 2 soon for those who wish to put these into practice, whereby you will get the chance to role-play a fictitious business or choose your own business, and you can work through some of the challenges and opportunities that digital provides. Day 2 is entirely optional and can be booked separately, or together, it's entirely up to you.





Our Pricing

1 Day = £450

(This includes VAT at 20% – net price £375)

Early bird discount = £390

(This includes VAT at 20% – net price £325)

All prices include VAT (taken by Eventbrite and paid directly to the tax man). VAT receipt provided by Eventbrite.

You can also book directly with us, please contact us: info@pwrdigital.com

Additional discounts are available for multiple bookings.

Your Trainer

We provide highly experienced trainers that vary depending on the course delivery dates and locations. Please check our website (www.pwrdigital.com) for the latest details, and feel free to contact us if you have questions.

All trainers are highly qualified digital marketers with extensive industry experience who have been heavily involved in providing digital marketing training beforehand in their professional careers. Your course trainer will be taking you through the PWR Digital Marketing Masterclass for Small Business course curriculum, which will be regularly updated.

About us

Our training takes place at our offices in Milton Keynes.

PWR Digital, trading as Make Believe Productions Ltd.
Luminous House, 300 South Row, MK9 2FR
Milton Keynes, UK.

01908 933716 (UK landline)

FREE eLearning PACK (12 months subscription to our extensive eLearning pack that mirrors this course):

Our eLearning pack includes the same 12 modules, provides you with interactive quizzes and additional downloadable content (all FREE with the F2F training delivery).

