

Boost Your Business Growth with Digital Marketing



Description

In this workshop you will learn how to plan and bring to action a digital marketing campaign without the help of Marketing agencies.

From marketing goals setting, to results evaluations, passing by planning, creating content and publishing it on the ideal social media, we will discuss the best strategies to bring your campaign online to increase the visibility of your business.

This workshop is for you if:

- You run a small business and want to grow your presence online

- You work for a SME willing to target clients via social media
- You are a freelance and want to launch your personal brand online
- If you think that Digital Marketing can be helpful in your current situation

This workshop is not for you if:

- You have a Marketing Department applying Digital Marketing strategies already
- You don't believe in the power of social media

Work method

- Presentation
- Case Studies
- Exercises
- Q & A

Materials

- Workbook
- Powerpoint presentation

Agenda (estimated times)

Day 1:

- Introduction of lecturer and participants (15 min)
- Digital Marketing Fundamentals (45 min)
 - What is Digital Marketing – A small brief on the history
 - Why it is important to use it on your business
- Objectives and Goal setting (2 hours)
 - S.M.A.R.T goals – What they are and how to define them in a realistic and achievable way
 - Breaking down Objectives into Tasks – In this module we will discuss the best strategy to avoid procrastination and excuses, transforming goal into daily tasks
 - Measuring results – the best part of setting goals is to achieve them. In this section we will discuss the best tactics to evaluate if our daily actions are taking us closer to our goals and to identify when is it time to switch strategies

Lunch Break

- Message and Target groups (1,5 hour)
 - What is the message of your campaign? – How to make sure that your public understands your message in the way you expect it (Communication strategy)
 - How to select the target group for your digital campaign
 - Why the message should be aligned with the company values – Emotional Communication Strategy
 - Ideal client (Avatar) – A strategy that will help you to define your communication style adapted to your target group
- Social media analysis and election (2 hour)
 - Analysis of the social media trends
 - Which social media best applies to your market and to your target group
 - How to grow your business presence on social media and convert it into sales

Day 2

- Marketing strategies (2,5 hours)
 - Marketing Mix – Which marketing tools do you have available in your business?
 - Positioning – How to position your business correctly on the market
 - Lead Magnet Strategy – How to attract new potential customers using your social media
 - Sales Funnel – How to convert those potential customers into paying customers / sales
 - Email Marketing Strategy
 - Paid adds – Facebook Adds, Google Adds, etc
- Creating content that engages (1,5 hours)
 - Copywriting
 - Storytelling

Lunch Break

- Planning (1 hour)
 - How to plan your Digital Marketing campaign
 - Communication calendar – How to use this powerful planning tool

- Results evaluation (1 hour)
 - Reading Social Media Statistics – It's all about the results! I will show you how to read the statistics provided by the different platforms and extract the information that is valuable for your business growth.
- Q&A (1,5 hour)

Qualification of the lecturer

Vera Diana Gonçalves is an expert in business and digital marketing, mentor and women's coach. As the founder of the online platform Coach by Vera, she has developed a method to help women to become successful entrepreneurs and to grow their businesses.

With a degree in International Business and Languages from the Rotterdam Business School, University of Rotterdam (The Netherlands), Vera started an international path in business.

After the Netherlands, she has lived in Brazil and Colombia, developing businesses in the real estate industry. While living in Mexico, she had developed a project in the educational area together with the Spanish Embassy and she had participated in other private investment projects in Paris and Portugal.

In 2018, Vera decided to return to her home country and a few months later, after identifying the need of support in business for the female market, decided to create Coach by Vera. The online coaching platform is completely dedicated to Portuguese women who want to be entrepreneurs and women who already are entrepreneurs but seek for guidance in order to grow their businesses. Her method, Empreendedora.PT, is a 12 week plan, where she takes women by the hand individually and helps them find the right path for her business.

Today, Vera also runs the Global Woman Club Lisbon and runs her own restaurant.

Date & Time

April 23-24th, 2020
9:00 AM-5:00 PM

Location

Hilton Garden Inn
Tiranë, Albania

Price

320 euro (VAT Included)
(handouts, certificate, lunch and coffee breaks included)