



## DIGITAL MARKETING FOR SMALL BUSINESSES

In the Digital Marketing for Small Businesses course offered by DMI, participants will gain a comprehensive understanding of how to leverage digital platforms to achieve their business goals. The course focuses on various essential aspects of digital marketing, including brand visibility, customer engagement, brand awareness, website traffic generation, lead generation, and return on investment (ROI).

One of the key benefits of digital marketing is its ability to level the playing field for small businesses, allowing them to compete effectively in the digital marketplace. Through the course, participants will learn how to utilize digital techniques to enhance their brand visibility and increase customer engagement. They will also discover strategies for improving brand awareness, driving traffic to their website, and generating valuable leads.

### COURSE OUTLINE

- Understanding the concept of Digital Marketing.
- Difference between traditional and digital marketing.
- Usage of different digital marketing tools/platforms.
- How to use digital marketing to increase sales.
- Social Media Marketing.
- Digital Marketing Strategy.
- Google Search Engine Optimization (SEO).
- Importance of having a Brand Website and tools for website development.
- Understanding your Web Analytics.
- Campaign reporting metrics.

## Choosing the Right Course to Study for My Career

When coming to making a career choice there is no right or wrong career, it all lies with you, your passion, and interests. However, what you want to achieve, and how you plan to get yourself there, you can leave that with us.

If you're struggling with deciding which course would suit you, we recommend you speak to our course specialist who will assist with helping you to decide what is best for you and with help in getting you registered. Today!

### KEY LEARNING POINTS:

- Simple, effective digital marketing strategies for growing their business.
- Interacting with prospects and understanding customer needs.
- Targeting the right audience with personalization.
- Increased online visibility and brand awareness.
- Cost-effective digital marketing options.
- Targeted marketing.
- Real-time result tracking and insights.
- Increased customer engagement.
- Differences between premium digital platforms and social media.
- Tailoring tone for each social media platform.
- Basic web analytics and measuring effectiveness.
- Creating engaging content.
- Using Google Search to promote the brand.

### COSTS

Once Off: R 6 500