



your **START UP** *story*

GROWING . DEVELOPING . GUIDING



LEVEL: Beginner to Intermediate

DURATION: 2 weeks including x 4 one to one Zoom calls

REQUIREMENTS: Access to Microsoft Office, able to download software, have access to laptop/PC/Mac with in-built camera and microphone

Marketing Your Business Module

This module is great not just for new business start-ups but also for small business owners who want to increase their knowledge and know-how on how to market themselves more efficiently and effectively.

Starting right back at the beginning, this module covers everything you need to know in order to plan and execute marketing activities from a sound base of information.

Learning Activities:

Covering 2 weeks, we will go through the following:

- Introduction to Marketing
- Branding and Brand Identity– what it is and how important it is to get your brand story right, from the beginning using YSUS Branding Guide
- Completing a Workbook on crafting a Mission and Vision statement for your business
- Completing a Workbook and developing your own brand story
- Understanding the basics on how to set up some Brand Guidelines for your business
- Understanding the basics on setting up an Image Bank for your marketing activities
- Understanding Marketing Strategy by reading through YSUS Guide
- Understanding the concept of Market Segmentation
- Completing a Workbook on how to create a Marketing Strategy and then developing the strategy so that it is relevant and appropriate to your marketplace through a scheduled Zoom call
- Understand how to Populate A Social Media and Marketing Plan and then be able to create a plan for you and your business with help and support through a scheduled Zoom call
- Introduction to free graphic design software to enhance marketing information and social media activity
- Understand the importance of extending your online presence through online directories and how to create your own business listing on Google

Learning Outcomes:

At the end of this marketing module you will have the knowledge and understanding of marketing strategy and marketing planning. You will be able to create a marketing strategy fit for your business and then create a plan and calendar from which you will be able to action creative yet strategically focused marketing activities.

This module works well in tandem with the 2 week online course on Social Media. By signing up to both modules, you will be in position to understand and be able to carry out laser-focused social media and marketing activities. As some course activities overlap, the cost of Marketing Your Business when taken with the module on Social Media will be offered at a discounted rate.

Note:

This module does not guarantee commercial success or increased business revenue. All business decisions will be at the sole discretion of the business owner and not YSUS. YSUS does not accept any liability or responsibility for the success or failure of YSUS's clients' business ventures.