

## *Developing Your Digital Footprint*

A training series created and presented by local company Tubman Marketing Inc., in partnership with the Town of Renfrew, and Renfrew County Community Futures Development Corporation.

### **Purpose of Training:**

This training series has been designed to incorporate information that will pertain to businesses at any end of the online spectrum.

This program contains tools and information that will help those who are needing to establish an online presence, as well as those who wish to improve upon what they currently have.

By participating in this training, businesses and individuals will learn to leverage digital technologies in order to make themselves more available to their customers and clients, regardless of time of day, or distance, which will help them to navigate this incredibly stressful time for small businesses.

This training will allow businesses to continue to expand their market, grow their clientele and market, and increase their ability to remain competitive for years to come.

### **Topic Overview:**

#### **1. Your Digital Footprint**

What it is, and what it means for your business. This session will provide an introduction to different components of online marketing and an overview of the benefits of having an active online presence. Local success stories will be used to show “real life” results. This session will lay the foundation for the next 4 sessions.

#### **2. Website Basics**

This session will include a discussion on why it is important to have a solid website, the tools that can be used to manage a site, the critical elements that every business should have control over, and a brief overview of what exactly SEO is (Search Engine Optimization)

#### **3. Getting started with Social Media**

An overview of available social media channels, and how to choose the channel(s) appropriate for your business.

#### **4. Email Marketing**

This session will include a discussion on the benefits of email marketing, available tools and services, techniques to build an email list, plus examples of successful campaigns.

#### **5. E-Commerce**

A detailed discussion on the steps to begin selling products or services online, including store platforms, payments gateways, and shipping.

### **Summary of Training:**

This course will be presented over a 10-week period, and has 10 sessions included with this package.

Each of the 5 topics will be presented to participants by Kent Tubman, in the form of a 1 hr webinar every second week.

He will also provide all participants with a PDF copy of the presentations, enabling them to refer to this information and guidance even after the training program is complete.

These informational webinars will be followed up 1 week later with a 1 hour Zoom question and answer period with all participants and Kent, and these Q&A sessions will allow everyone to ask questions directly to Kent, and to interact with each other as well.

This portion of the program is also a really great way of bringing together local individuals at a time when we are being asked to stay apart, creating a sense of community, and allowing people to share their experiences, stories, and questions.

A Facebook Group will also be created for all participants to be a part of, which will bring everyone together in one place, and allow everyone to ask questions, post ideas or concerns, and use each other as resources to further your Online presence.

This is being offered as a way of helping our businesses and community to overcome an incredibly difficult time for small businesses.

The goal of this training opportunity is to ensure doors will reopen once this is all over, and to allow our businesses to continue to grow and prosper by using tools that will allow them to do so for years to come.

Our world is changing, and the shifts that have been seen in purchasing patterns have been one of the most significant changes.

We want to ensure no business is left behind.

This is being offered to our local businesses for only \$100, and is also open to any businesses outside of Renfrew for only \$400.

Please reach out to:

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