

DIGITAL MARKETING

COMPREHENSIVE
PROGRAM



OVERVIEW

Our Digital Marketing for Entrepreneurs Certificate Program gives participants the tools to better market their business using digital channels that are effective and efficient for small businesses. Participants will learn key insights to adapt to and overcome marketing and business challenges arising from the pandemic.

Our marketing experts will help you gain a understanding of traditional, digital, and integrated marketing strategies; branding and reputation management; social media management; website design and management; content creation; and digital marketing analytics.

Throughout this program, participants will gradually build an executable marketing plan for their own business through individual CAPSTONE activities.

COURSE STRUCTURE

Participants will receive instruction through online group zoom classes as well as in one on one coaching sessions. They will also have access to all course tools and content including recordings of classes on an e-learning hub, allowing them to review anything they missed at their own convenience. Participants can also become part of our Facebook group community, giving them an open forum to ask questions to instructors and other business owners.



COURSE HOURS

- Weekly 2 hr group zoom sessions for 12 weeks
- 6 months of bi-monthly zoom training (2 hrs each)
- 2 hours of one on one coaching scheduled when participant chooses

50 hrs of total instruction time over 9 months.



WHO IS THIS PROGRAM FOR?

BUSINESS OWNERS

Marketing is a key part of the growth and sustainability of a business. Learning to do it well can save you time and money on costly mistakes, not to mention the impact quality marketing can have on your brand. We help the DIY marketers build and launch their marketing plan, and for the 'do it for me' business owners - knowing what to look for in an agency and how to speak their language is just as valuable.

MARKETING EMPLOYEES

Not all employees come to us with exactly the training we'd like them to have for the role we want them to fill. Our Digital Marketing Certificate Program will provide your employees with a foundational understanding of marketing, but also gives them practical and ready to apply strategies that will have an immediate impact on your business. Your employees will leave this course ready to take on the marketing program for your business confidently.

ABOUT BUSINESS WISE COACHING

Simple, Practical & Relevant

We are committed to providing your business with every possible advantage to thrive in Saskatchewan and beyond! Our experienced team provides your business with the expertise you need, available at your fingertips. With many options - from individual courses to full certificate programs, and from one on one coaching to mastermind groups we've got you covered.

We exist to jumpstart million dollar businesses.



Program Instructor

Jenna Rimbault
Business Wise Coaching

Jenna Rimbault has over 8 years experience in public relations and marketing for her own businesses as well as several large organizations including Ford of Canada, Cirque du Soleil, Global Ag Risk Solutions, and the Humboldt Broncos.

Jenna excels in making even the most complicated concepts simple for anyone to understand and loves developing the vision and strategy for marketing. She brings simple, practical tools to the table for business owners to maximize the success of their marketing efforts without ever

loosing sight of the most important part - the customers.

As a graduate of the University of Alberta with a degree in Education, Jenna is key in the development and facilitation of our training programs. With numerous other certificates and training programs, Jenna is a lifelong learner that can bring valuable insight into your marketing program and your business.

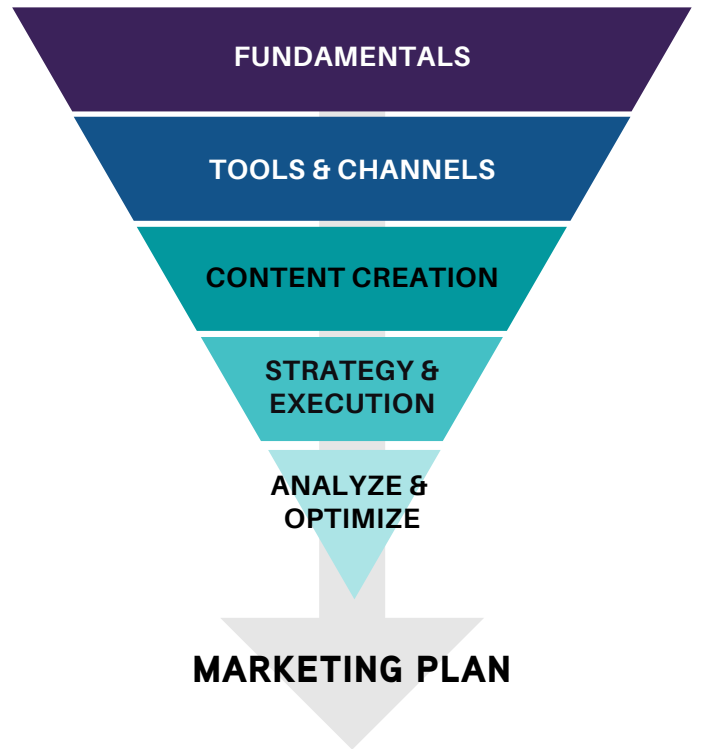
THE LEARNING JOURNEY

Our marketing program is designed to teach simple, practical, and easy to understand concepts in combination with activities that help you apply what you've learned directly to your business.

KEY TAKEAWAYS

In this program, participants will

- Evaluate their own business to identify key marketing opportunities
- Learn best practices in selecting and managing marketing channels for their business
- Design key messaging strategies for their business and how to deliver this content in ways that are aligned with their brand and engaging to their target audience.



- Create an execution strategy, identifying the tools and resources that will be required.
- Define SMART goals around your marketing plan that align with your organization's goals and determine how to measure whether your marketing efforts working.

LEARNING EXPERIENCE

SEE

Learners are introduced to content through stories, expertise, and humor.

SHARE

Knowledge is constructed by sharing and discussing with instructors, peers, and your target audience.

REFLECT

Learners are given the opportunity to reflect, relate, and write down key takeaways and action items each course.

TRY

Capstone activities connect key takeaways with business and action immediately to solidify new practices.

PROGRAM OUTCOMES

DIGITAL MARKETING FOUNDATIONS

As part of the 'Learn' series of programs, this program consists of 3 months of consecutive learning, meaning 2 hours of learning every week for 12 weeks. This program is designed to give businesses the basics of marketing - how it works and which platforms to be on. This information is critical when building a marketing plan regardless of whether you are implementing the strategies yourself or hiring a third party.

1

PROGRAM INTRODUCTION

Familiarize yourself with B Wise Online Academy platform, course layout, & materials.

2

INTRODUCTION TO MARKETING

Learn the basics of marketing theory and planning.

3

THE EVOLUTION OF MARKETING & YOUR BRAND

Understand how marketing has shifted as a result of COVID and how your brand can adapt.

4

FINDING YOUR IDEAL CLIENT

Develop a clear understanding of your ideal client and their motivations and behaviors.

5

CRAFTING YOUR CUSTOMER EXPERIENCE

Examine your customer's journey and identify ways to improve their experience.

6

WEBSITE DESIGN

Learn how to build great websites designed to convert visitors into leads.

7

SEARCH ENGINE OPTIMIZATION

Learn how to get your website noticed by search engines like Google & Bing.

8

SEARCH ENGINE MARKETING

Learn how to get started with paid advertising on Google & Bing.

9

SOCIAL MEDIA BASICS

Discover which platforms you should be on and how to engage your audience.

10

SOCIAL MEDIA MARKETING

Learn how to get started posting ads on each platform to target your ideal audiences.

11

OTHER DIGITAL MARKETING OPTIONS

Learn about email marketing, click funnels, mobile marketing, and affiliate marketing.

12

INTEGRATED MARKETING

Learn about traditional marketing methods and how to integrate them with digital marketing campaigns.

PROGRAM OUTCOMES

BUSINESS FINANCIAL MANAGEMENT IMPLEMENTATION

As part of the 'Apply' series of programs, this program consists of 6 months of online learning, with 2 hr online classes every 2nd week. This program is designed to help businesses begin to analyze their financial data & create projections - allowing them to make better decisions and be in a stronger place to secure lending.

1

PROGRAM INTRODUCTION

Familiarize yourself with B Wise Online Academy platform, course layout, & materials.

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DEVELOPING A BUDGET

Learn how to budget & allocate resources to successfully execute your marketing plan.

14

BRAND STORYTELLING

Craft a brand story that fits your company values and speaks to your ideal client.

21

SOCIAL MEDIA ANALYTICS

Learn how to understand what your social media analytics can tell you about your audience

15

CREATING CAMPAIGNS

Plan & create a marketing campaign spanning across multiple channels.

22

SOCIAL MEDIA ANALYTICS

Learn how to analyze your social media campaigns to determine how to improve them.

16

CONTENT CREATION

Learn how to create great content (visual, text, & audio) suited for your audience and representative of your brand personality.

23

WEBSITE ANALYTICS

Learn how to understand your website analytics and tweak to increase conversion.

17

DEVELOPING YOUR STRATEGY

Understand how different marketing strategies can be used to market your brand

24

SOCIAL MEDIA ANALYTICS

Learn how to understand your other social media analytics and tweak to increase leads

18

DEVELOPING YOUR PLAN

Begin developing your overall marketing strategy & execution plan.

25

ANALYZING ROI & OPTIMIZING YOUR CAMPAIGNS

Review your plan, budget, and results to begin calculating ROI and gather feedback.

PROGRAM CREDENTIAL

Upon the successful completion of the program, participants will receive a certificate of completion. This program is not graded as the purpose is for participants to gain the skills and knowledge they need to be successful in their business or career.

TRAINING COSTS

Digital Marketing Foundations

3 Months, 24 Hrs Total Instructional Time

\$ 500 Materials

\$ 5,457 Tuition

\$ 5,947

Digital Marketing Foundations

6 Months, 26 Hrs Total Instructional Time

\$ 500 Materials

\$ 6,457 Tuition

\$ 6,947

Digital Marketing Comprehensive

9 Months, 50 Hrs Total Instructional Time

\$ 500 Materials

\$ 9,500 Tuition

\$ 10,000

Above prices are for each registered participant. Each business is encouraged to send 1 business owner or manager to audit the program alongside their registered participant to ensure the successful integration of tools and strategies into the business.

Visit bwise.ca/calendar for upcoming program start dates.

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