



# Digital Marketing

Part 1 & 2  
Program Outline

# Overview

Our Digital Marketing certificate program gives participants the tools to better market small businesses using digital channels that are effective and efficient. 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 an 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 a marketing plan that is easy to implement regardless of whether you manage a team of marketing professionals or are doing it yourself.

## COURSE STRUCTURE

Participants will receive instruction through online group Zoom classes. 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

### Part 1

- **24 hours of total instruction**
- **Weekly 2 hr group Zoom sessions for 6 weeks**

### Part 2

- **24 hours of total instruction**
- **3 months of bi-weekly Zoom training (2 hrs twice a week)**





# 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 PROFESSIONALS**

Our Digital Marketing Certificate Program will provide marketing professionals with a foundational understanding of marketing, and gives them practical and ready to apply strategies that will give them more opportunities within the workplace. Participants will leave this course ready to take on the marketing program for a business confidently.



## **Simple, Practical, and 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 complete certificate programs and one-on-one coaching, to mastermind groups, we've got you covered.

**WE EXIST TO HELP BUILD  
MILLION & BILLION  
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.

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.

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 losing sight of the most important part - the customers.



# How our program will help build your business profits

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.

## PROGRAM SECTIONS

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- SECTION 1  
**Fundamentals**
  - SECTION 2  
**Tools & Channels**
  - SECTION 3  
**Content Creation**
  - SECTION 4  
**Strategy & Execution**
  - SECTION 5  
**Analyze & Optimize**

## learning experience

### SEE

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

### 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

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

## PROGRAM OUTCOMES

# Digital Marketing Part 1

This program consists of 6 weeks of live online group learning, with 4 hours of Zoom training every week. This program is designed to help businesses identify which marketing channels will help them reach their ideal clients, and how to position their products & brand to those clients with the purpose of increasing sales.

# 1

## INTRODUCTION

Familiarize yourself with the Be Wise Online Learning platform, course layout, & materials and begin with learning the basics of marketing theory and planning.

# 4

## SEARCH ENGINE OPTIMIZATION & MARKETING

Learn how to get your website noticed by search engines like Google & Bing. Learn how to get started with paid advertising on Google & Bing.

# 2

## DEFINITION & EVOLUTION OF YOUR BRAND

Understand how marketing has shifted as a result of COVID and how your brand can adapt. Develop a clear understanding of your ideal client and their motivations and behaviors.

# 5

## ORGANIC & PAID SOCIAL MEDIA

Discover which platforms you should be on and how to engage your audience. Learn how to get started posting ads on each platform to target your ideal audiences.

# 3

## DEFINE & DESIGN THE CUSTOMER EXPERIENCE & WEBSITE

Examine your customer's journey and identify ways to improve their experience. Learn how to build great websites designed to convert visitors into leads.

# 6

## MORE MARKETING OPTIONS

Learn about more digital marketing strategies including email marketing, click funnels, mobile marketing, and affiliate marketing. Also learn about traditional, integrated, and guerilla marketing strategies.

## PROGRAM OUTCOMES

# Digital Marketing Part 2

This program consists of 3 months of live online group learning, with 4 hours of Zoom training every second week so that participants have a chance to spend alternate weeks working on their business. This program is designed to help businesses create their marketing plan, content, campaigns strategy, and budget, and then analyze the results to determine how to improve your campaigns

# 1

## INTRODUCTION, GOAL SETTING & DEVELOPING YOUR PLAN

Familiarize yourself with Be Wise Online Academy platform, course layout, & materials. Begin developing a marketing strategy & execution plan.

# 4

## CREATING GREAT CONTENT ON A BUDGET

Learn how to create great content (visual, text, & audio) using everyday technology that's suited for a specific audience and representative of a brand personality.

# 2

## DEVELOPING YOUR STRATEGY & BUDGET

Understand how different marketing strategies can be used to market a brand. Learn how to budget & allocate resources to successfully execute a marketing plan.

# 5

## WEBSITE & SEO ANALYTICS

Learn how to understand website analytics and tweak to marketing actions to increase conversion rates. Learn how to analyze Search Engine Marketing campaigns to determine how to improve them.

# 3

## CRAFTING YOUR BRAND STORY & CREATING CAMPAIGNS

Plan & create a marketing campaign spanning across multiple channels. Craft a brand story that fits a company's values and speaks to their ideal client.

# 6

## SOCIAL MEDIA ANALYTICS & BRINGING IT ALL TOGETHER

Learn how to understand how social media analytics can help you learn vital information about an audience. 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 Part 1

Weekly for 6 weeks, *24 Hrs Total Instructional Time*

\$ 500 Materials

\$ 4,457 Tuition

\$ 4,957

### Digital Marketing Part 2

Bi-weekly for 3 months, *24 Hrs Total Instructional Time*

\$ 500 Materials

\$ 4,457 Tuition

\$ 4,957

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.

## Our Guarantee

We guarantee that you will see a marketing ROI increase within 1 year or we will provide you with free one on one coaching to ensure you do!

\*Participants must have completed the program & activities and implemented any action items that were produced as a result.

### BE WISE BUSINESS ACADEMY

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### [bewiseacademy.ca](http://bewiseacademy.ca)

Visit the calendar on our website for upcoming program start dates.

