

BUSINESS RESILIENCY TASK FORCE

DIGITAL MARKETING TRAINING

IN PARTNERSHIP WITH:



Photo Credit: William Vaverk



TRAINING OVERVIEW

PROGRAM BACKGROUND

As one of its first initiatives, the Business Resiliency Taskforce partnered with Community Futures Grande Prairie & Region to create the Business Advisory Services Program. The program focused on connecting eligible businesses impacted by COVID-19 with professional services to assist in pivoting their operations and remaining viable during the pandemic, particularly when most businesses were mandated to close.

During this initial phase, it was discovered that the majority of businesses in the program required support in their digital services and marketing efforts. Due to COVID-19, digital marketing and digital services has become a necessity as many individuals are limiting their outings and spending more time at home. Even while businesses are permitted to open, the volume of activity that used to occur at brick-and-mortar locations has changed drastically due to hyper localized shopping. Remaining visible and viable in this new reality has become more dependent than ever on having a digital presence.

PROGRAM OVERVIEW

With the findings noted above, the partners collaborated with nine10 Marketing to create a program that would empower local businesses with knowledge and skills to navigate the digital realm. While the Business Advisory Program was successful in providing rapid access to critical services to remain viable, the Digital Marketing Training will focus on a more grass roots and sustainable approach. Through eight weeks of online training, businesses that have been financially impacted by COVID-19 will develop the skills and knowledge required to remain resilient and grow their business, digitally, in the wake of the pandemic and potential future waves.

PROGRAM STRUCTURE

The format of the training will be unique as there will be an emphasis on working through each step of the digital processes in a hands-on approach, rather than an academic format. The course content is delivered by nine10 Marketing, a local marketing firm with extensive experience in digital marketing.

THE PROGRAM WILL FOCUS ON FIVE AREAS OF DIGITAL SERVICES/MARKETING:

- ▶ Branding & visual identity
- ▶ Web design tools and applications
- ▶ Social media use and strategy
- ▶ Search engine marketing
- ▶ Websites



Up to two participants from each business will be given seats in an online training environment. Participants will be able to learn on their own schedule, plus have open access to trainers and peers via a private Facebook group. Included in the training are pre-recorded and live videos, worksheets, interactive posts, and weekly online coaching calls.

Trainer and participant engagement is a major part of this training; all participants are strongly encouraged to use this online training environment to its maximum potential.

Following completion of the training, businesses can expect to have a high-level understanding of creating a brand as well as what it takes to “activate” a brand through digital marketing channels – specifically via websites, social media and search engines. The training will be a blend of informational instruction as well as hands-on how-to lessons, including how to create a simple digital marketing campaign.



FOLLOWING THE TRAINING, PARTICIPANTS SHOULD BE ABLE TO:



BRANDING AND CANVA

- ▶ Understand what a brand is and why consistency is important
- ▶ Understand the important difference between logo, visual identity and brand/audience insights
- ▶ Use Canva Pro to create brand-compliant graphics



WEB, SOCIAL, SEARCH

- ▶ Understand the general structure of a website
- ▶ Identify when and why to update their website
- ▶ Develop basic social media strategies
- ▶ Update their social media profile information, including profile and cover images
- ▶ Arrange their social media profiles in an effective manner for their business
- ▶ Create graphics for profile images, cover images, and posts
- ▶ Create engaging, attractive posts for their timelines
- ▶ Understand the basics of how the newsfeed works (newsfeed optimization)
- ▶ Understand and implement general SEO methodology, e.g. titles, images, keywords



CONTENT DEVELOPMENT AND CURATION

- ▶ Create engaging posts on blogs, Facebook and Instagram
 - How to effectively share articles and externally found content
 - Creating a simple content schedule for social media
 - Curating ideas and finding content to fit various themes
 - Outlining rules for social media sharing
- ▶ How to choose topics for blog posts and use simple strategies to write compelling posts
- ▶ Basic knowledge of third-party apps including boomerang, layout, etc.



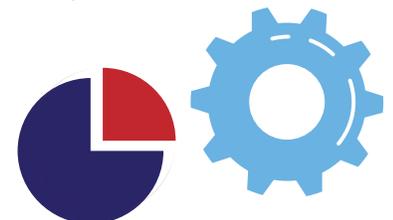
DIGITAL CAMPAIGN CREATION

- ▶ Be able to take an idea and promote it effectively
- ▶ Create full digital campaign plan and budget
- ▶ Understand and use timelines and runtime to create effective campaigns
- ▶ Develop clear, organized messaging for digital campaigns
- ▶ Understand which channels would work best for campaign goals
- ▶ Create written and visual content
- ▶ Understand how to execute a digital campaign



ADVERTISING ON FACEBOOK AND INSTAGRAM

- ▶ Build and boost a post effectively
- ▶ Understand how to choose a Facebook campaign strategy, budget, and geographic locations
- ▶ Create and save a custom audience based on age, gender, etc.
- ▶ Create a Facebook and Instagram Live Video
- ▶ Newsfeed optimization



TRAINING OVERVIEW



ELIGIBILITY CRITERIA

Eligible businesses must:

- ▶ Be located within the City of Grande Prairie or County of Grande Prairie, including the towns and villages within the County's borders
- ▶ Have been in business for a minimum of 6 months
- ▶ Be able to demonstrate a 30% reduction in revenue over the previous year
- ▶ Have at least one employee (not including the business owner)
- ▶ Must have a Business Facebook and/or Instagram Page
- ▶ Must have a business website or be in the planning phase of building a website
- ▶ Be available for the entire training session (February 8 to March 31, 2021)

PROCESS

1) APPLICATION

Applications will be accepted from July 21 to August 5. Interested businesses will complete the online application.

2) APPLICATION REVIEW

The Application Review Committee will review all applications and select ten businesses based on the eligibility criteria and demonstrated needs as well as trainability. Applicants will receive notification of acceptance into the program by January 27, 2021.

3) ONBOARDING

To ensure all businesses are prepared to enter the training sessions with the necessary tools and background knowledge in place for hands-on learning (e.g. Facebook account, Instagram, etc.), they will receive a short orientation. Participants will have the tools they need to be prepared for the opening of the training, scheduled for February 8, 2021.



4) TRAINING SESSIONS

In-person training will begin on February 8, 2021, and will end on March 31. Because this is an online delivery, participants will be able to schedule their own time to access the learning materials. Participant engagement with trainers and peers is strongly encouraged.

5) STRATEGY SESSION

Following workshop training, time is available for a one-on-one strategy session with a technical expert to assist in developing a digital strategy tailored to their goals and needs. Participants are invited to request this session within 8 weeks of program completion.

6) EXIT SURVEY

Following the sessions, businesses will complete an exit survey to provide feedback and evaluation of the program.

COST

Participants accepted into the program will pay a nominal fee of \$250 per organization to cover incidental costs (catering, venue, etc.). The value of the program is \$4,000 per business (\$2,000 per participant); however, municipal contributions are subsidizing the cost for local businesses to assist businesses recovery in the wake of COVID-19.

Remaining visible and viable in this new reality has become more dependent than ever on having a digital presence.