

## Web Driven Business

**Course length: 1 day**

*A digital marketing strategy can help businesses raise their profile, reach new markets and accelerate growth, whilst avoiding high costs associated with traditional marketing methods.*

*Using the the right tools, you can stay ahead of competitors and ensure your brand and marketing message reach your target audience. This one day session will take you through the basics of digital marketing*

### *How can it help?*

- Achieve greater brand awareness
- Improve customer service
- Reach and engage new customers
- Reduce marketing costs
- Manage business identity and reputation
- Create an effective social media strategy for your business
- Utilise tools available to measure the impact of your new strategy

## *Programme outline*

In this masterclass you will learn how to place online and social media marketing at the heart of your business.

Content will include:

- The social media landscape
- An assesment of your business to determine which social media platforms are best for you
- Social media strategy
- Social media policy – how to react when things go wrong
- Professional routes to networking, brand recognition, access to key influencers
- Tools and tactics
- Search Engine Optimisation
- How to use social media to drive sales and generate leads
- Written content, guidelines and how to source content that engages your customers
- Moving the business's social media strategy forward

## *Who should attend?*

This masterclass can be delivered to micro or small businesses. It will benefit business owners launching their first startup. As well as established business owners, leaders and senior managers who who recognise gaps in their skills and knowledge base.

### *Training at RTC*

*People are the lifeblood of any organisation. At RTC, we recognise the importance of the human dimension in the innovation process and aim to inspire people, raise skills and encourage positive attitudes towards new technology and business.*

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***For more information on this one day course or other courses to help grow your business please contact:***

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