

pdma

PDMAcademy.com

# DIGITAL MARKETING FOR BUSINESS OWNERS

A Practitioner's Guide

Six Modules

Live Classes Online

Applied Skills



## Course Aim...

Firms today are facing **increased pressure to deliver** digital services, with increased **online competition**, and are required to exert more effort to attract tech-weary or increasingly demanding customers.

And while there are **TONS of online material and tips** on Digital and Social Media Marketing, each one can take a business owner into **different directions**, engage in **conflicting strategies** and create **confusion** on which approach would be best to pursue and invest scarce resources.



### How do you activate the right channels

and instruments to **fit your business and brand**, and spend the right time and effort on those marketing activities that would deliver results?



## In this course...

We cover the foundation of the Marketing function in business, and build on this to explore **strategies, techniques and approaches to reach your audience**, stay top-of-mind, get them excited about your products and services and stay loyal to your brand.

You will be able to **define the marketing path that best suits you**, and build from there to execute effective marketing and achieve your sales targets.

Who's it for?



# Course Objectives

## You will learn:

- **How to define a marketing plan** to guide you through your activities over the long haul
- **How to create and position your brand** to a target segment of the market
- **How to configure your products and services** to ensure customer uptake
- **The way to select, activate and optimize** social media and digital channels to have them work for you.
- **How to build simple instruments** and content to share on your social platforms
- **Key measures and metrics** to help you track your progress, adjust your strategies and get the most out of your marketing efforts.

**Stand above the crowd & grow your impact...**



## Topics Covered

1. The Business of Marketing and Marketing for Business
2. Defining Your Marketing Strategy
3. Creating Your Brand
4. Activating Channels for Maximum Impact
5. Creating and Executing Campaigns
6. Tracking Key Measures and Metrics





## Delivery...

### From the Boardroom to the Classroom...

At PDMAcademy we blend theory & practice to ensure you get the best experience and real-time returns on your time and cost spend.

We bring together models, approaches and experiences to explore solutions that work for you, in the field and on the ground.

And, these are brought to you using contemporary best-practices and benchmark standards to ensure you are engaged and get to work transforming your vision into a results.

## ...& Impact

### Linked to Competencies

that factor the current operating reality.



### World-Class Instruction

deploying proven and cutting-edge techniques delivered in simple language.

### Structured Progression

moving from the known to the unknown in a coherent and holistic approach.



### Real-World Applications

to apply the learnings to effectively realise defined goals.

### Flexibility to suit your needs

to ensure that you are able and available to benefit fully from the course experience.



### Diverse Sectors

We bring to bear experience across a broad range of sectors to work for you.





## What you get



Our mission is to **power your performance**, one course at a time.

Courses have quizzes at the end of each session. Complete the quiz successfully scoring 80% or more and **earn a Professional Certificate** from PDMAcademy.

Each module has **application exercises** to enable you to build skills in real-time, and transfer them to your workplace for immediate impact.

**PLUS** earn points that contribute savings to your next courses, and badges that signal to the world the professional you are.



## Course Facilitator

Faheem Mohammed is the Managing Director of Professional Alliance Network (Caribbean) Ltd., and Founder of PDMAcademy and Horizon Labs, the combination through which he has been driving research, consulting and training in business management, entrepreneurship and technology over the past decade.

He currently serves as Adjunct Faculty at the Arthur Lok Jack Global School of Business, University of the West Indies, St. Augustine; a role in which he has been contributing since 2009. He is also a member of the Board of Directors of several NGOs located in Trinidad and Tobago, serving wider communities globally.

Faheem has a corporate background that spans Islamic Banking and Finance, Multinational NGO Administration and Management Consulting, along with entrepreneurial experience across Import & Distribution, Food and Beverage, Events, Printing and Packaging and Professional Services.



Faheem is presently pursuing his Doctorate of Business Administration in the area of Leadership and Institutional Performance at the Arthur Lok Jack Global School of Business. He holds a MSc in Strategic Business Information Technology and a BSc in Management Studies (LSE), along with post-graduate certifications in adult education and theology.

## The Results Speak for Themselves

*"After applying the techniques taught, I experienced almost immediate, positive changes in my cash flows."*

**Andrew B.**  
Plant Operator & Business Owner  
Point Lisas, Trinidad & Tobago

*"The training was and still is a huge factor in my marketing strategy. I believe what I've learned from your knowledge and experience taught me a lot on the proper way to market my business and what to look for when using social media"*

**Christopher W.**  
Business Owner  
Florida, USA

*"[The facilitator] was able to provide all of the practical experience and case study pieces that lacked the business-to-technology alignment aspects from the other classes."*

*"This focused approach not only enhanced all theoretical principles but successfully stimulated my thinking of competitive advantage."*

**Mark K.**  
IT & Marketing Consultant  
Trinidad & Tobago and Canada



**We understand business, & how to make it work for you**



Sign up or find out more...

