



2020 Weekly Marketing Workshop Schedule

LEARN MORE Fee per Weekly Workshop: R495 ex R569.25 incl. VAT **PAY Online NOW!**

or **EFT FEE TO REGISTER:** Banking Details: Red Matchstick c.c. Nedbank Branch 198765 Acc No. 1585485268 Swift NEDSZAJJ

Module #	TOPIC	2020 Date	Time
1	<p>Introduction to Online Marketing Learn how Online Marketing Works; How prospects find your Business online; Where you are Now; How well you Compete; Where your Opportunities are; Where you should be. OBJECTIVE: With Understanding you know where to Focus.</p>	12 Feb	14.00 -16.30
2	<p>How to Attract Ideal Customers Online How to implement social media and local marketing strategies to attract ideal prospects. OBJECTIVE: Know which Social Media Networks you should use and why; Set up Google My Business.</p>	19 Feb	14.00 -16.30
3	<p>Who are your Ideal Customers? Ideal Customer Avatars are the cornerstone of all your marketing efforts. Learn how to Research and Survey. Learn what to do to get them to 'Know – Like – Trust' enough to Buy. OBJECTIVE: Create & use a Buyer Persona</p>	26 Feb	14.00 -16.30
4	<p>Facebook Marketing Tools & Tips Learn how to use Facebook as a Marketing Tool OBJECTIVE: Optimise your Facebook Business Page</p>	4 March	14.00 -16.30
5	<p>Enhance Your Content Marketing Quality content gets you noticed and read. Great images make users stop and look. We cover Resources, Tools & Best Practice Practices. (Canva) OBJECTIVE: Implement a Content Calendar; Use Images to attract and engage Ideal Customers</p>	11 March	14.00 -16.30
6	<p>Video Marketing & Facebook Live Video is the most powerful medium for influencing purchasing habits and is THE TOP Marketing Content you can put out there! Learn why, what, where and how to create and repurpose video. OBJECTIVE: Go LIVE professionally with confidence!</p>	18 March	14.00 -16.30
7	<p>Build your List Don't let anyone tell you email marketing is dead. This is a CRITICAL marketing tactic that helps them get to trust you. Email is used to take prospects to the buying stage of their journey and builds relationships. OBJECTIVE: Create Sign-up Forms and Lead Magnets to attract new prospects; List Management</p>	25 March	14.00 -16.30
8	<p>Online Advertising Learn about Facebook & Google Ads. OBJECTIVE: Ad Basics and Pitfalls to Avoid</p>	01 April	14.00 -16.30

BONUS 1: Supplementary training and support in our Facebook Group K.I.S.S.

Click on the link and JOIN <https://www.facebook.com/groups/KISSMembers/>.

BONUS 2: Monthly Chat Plan

BONUS 3: After 8 Paid Sessions you qualify for a complimentary 1-hour Free Marketing Consultation (Value R1875).

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