

Marketing and Sales: A Beginner's Guide to Creating a Plan

During this course, we'll look into target demographics, marketing goals and options, building your business brand, and how to close sales. By the end of the course, you will understand how these pieces tie together to create a smooth process for gaining and retaining customers.

About Our Courses

Each module includes a content video, examples of how our sample businesses applied the concepts, and an activity helping you apply the idea to your own business. We've included PDF, Google Doc, and Google Forms versions of each activity so that you can fill them out on a computer, from your phone, or print them out and fill them out by hand.

Note: While you do need a Google account to open the documents, you do not need a google account to fill out the forms. The PDFs can be opened on any phone, tablet or computer. If you don't have a printer, many local libraries will let you print a few pages for free, whether or not you have a library card.

If you're learning on the go, all videos can be downloaded to your phone, tablet or computer for watching offline. The transcript and audio files for each video are also included at the end of the modules so you can learn in whatever way works best for you and your schedule. In addition, all videos are kept to ten minutes or less so you can easily fit them into your schedule. You can turn on closed captioning or adjust the speed of your video in the settings. Now let's take a look at what each module covers.

Modules

- Module 1: How to Identify Your Demographic
 - In this module, we will go over the terms and definitions used throughout the course, as well as ways to identify your target demographic and primary market.
- Module 2: Building Your Brand
 - In this module, we will discuss what it means to build a business brand, and how to stand out and leave a lasting impact on your potential and current customers.
- Module 3: Marketing Goals
 - In this module, we will help you understand why you should market your business, including how to set specific and measurable objectives to achieve your goals.

- Module 4: Marketing Options
 - In this module, we will discuss the difficulties of making sales without a solid marketing plan. You can't control all of your marketing, such as online reviews or conversations clients have about you, so we will focus on what you *can* control.

- Module 5: Referral and Word of Mouth Marketing
 - In this module, we will discuss what referral marketing means, and how to leverage it for the best results. Building a client base of loyal customers who support and recommend your business should be your end goal.

- Module 6: How to Close Sales
 - In this module, we will discuss ways to strengthen your sales process in order to increase your customer base and in turn, your chances at success.

- Module 7: What's Next?
 - In our final module, we will go over the key takeaways from this course and create short term goals so you can apply what you've learned to your business!

By the end of this course, you should have a solid understanding of who your primary market is, how to effectively market to them, how to build your brand, and how to close sales. As you work through the course, remember, you can always drop into our co-working sessions for additional support. Check our website for upcoming dates and times.