



COURSE INFORMATION

- **COURSE TITLE:** Digital Tools to Grow Your Business
- **INSTRUCTOR:** Sarah M. Myers
- **COURSE DATES:** Tuesdays, September 14th – October 5th
- **COURSE TIMES:** 9:00 – 10:00 A.M.

INSTRUCTOR CONTACT:

Email: sarah@curbpics.com

Office Phone: 301-616-7152

COURSE DESCRIPTION:

For small businesses to succeed in an ever-changing environment, you must be aware of all the digital marketing tools available to you. Marketing has always been about connecting with your audience at the right place at the right time. And now, digital marketing has never been more important because it is about meeting your audience where they are: online. Over 4 weeks, participants will learn about the free and paid digital tools and tactics available to grow their business.

LEARNING OBJECTIVES:

After successfully completing this course students will be able to:

- Gain a practical understanding of digital marketing
- Understand the digital tools available such as commerce, social media, search engine optimization (SEO), pay-per-click (PPC), and online promotion
- Create a plan to market their small business products and services

COURSE FORMAT:

This course will consist of 4 one-hour sessions offered via Zoom. A companion to the course will be a short workbook that provides an interactive learning element.

INSTRUCTOR COMMUNICATION:

The instructor is available at sarah@curbpics.com Monday - Friday from 9:00am-5:00pm EST.

LEARNING MODULES:

1. Strategy: The role of digital marketing in your business' marketing strategy
2. Tools: The free and paid digital tools that are available to support your business
3. Tactics: How to use digital tools to meet your business needs
4. Measurement: What tracking tools are available for your business and how it all works together