

## Course Outline

# MARKETING FOR ENTREPRENEURS



**Startup**  
SCHOOL

## Your learning path

- ◆ **Module 1:**  
Marketing fundamentals and understanding your customer
- ◆ **Module 2:**  
Setting your brand apart
- ◆ **Module 3:**  
Sales, strategy and services
- ◆ **Module 4:**  
Digital marketing, content and social media
- ◆ **Module 5:**  
SEO, paid search and online advertising
- ◆ **Module 6:**  
Website, video, email and mobile



## Module 1: Marketing fundamentals and understanding your customer



**Marketing is not simply a collection of activities, but rather a mindset.**

**In this module, you will:**

- ◆ Be introduced to the fundamentals of marketing disciplines.
- ◆ Learn to adopt a customer needs-focused outlook.



**Understanding your customer!**

Regardless of how amazing you think your product or service is, if you don't have customers, you don't have a business. Marketing to customers is key. However, before you embark on this journey, it's important to know who you're going to be marketing to and what methods are best suited for each of your customer segments.

**In this module, you will:**

- ◆ Dive into why it's critical to understand your customer and how they make their purchasing decisions.
- ◆ Explore the various aspects of consumer behaviour and how these apply to the South African consumer landscape.

## Module 2: Setting your brand apart



**A strong brand, first and foremost!**

In marketing, it is crucial to think about your business in the context of the broader market and the various competitors. How do you create a unique position for your business in the market, and how do you differ from competitors? Creating a strong brand is first and foremost, and can play a major role in moving your startup to the next level.

**In this module, you will:**

- ◆ Learn how to develop your company brand, including the brand personality.
- ◆ Explore the value of branding and the potential associated risks.



**Start on the famous 4 Ps, by looking at product and price.**

**In this module, you will:**

- ◆ Learn to see your product as an answer to a customer need.
- ◆ Explore a strategic approach to pricing, and to the various pricing method options available for your business.

## Module 3: Sales, strategy and service



### We complete our exploration of the 4 Ps, with place and promotion.

- ◆ Understand the value chain, and the various options available, when distributing your products.
- ◆ Create effective marketing communication for your business.



### Understanding sales.

Sales and marketing often work in tandem with each other. The key to understanding sales, and converting 'would-be' customers into brand-loyal repeat customers, is knowing your sales funnel inside-out.

#### In this module, you will:

- ◆ Focus on the various levels within a sales funnel.
- ◆ Touch on goal setting – a crucial component for any sales and marketing plan.



### Strategic growth opportunities.

As an entrepreneur, you are a forward-thinker with your eye on the future. Be aware of strategic growth opportunities that may suit your business. We end with some insights into services marketing. Not all businesses operate in the service industry, but every business has a service component.

## Module 4: Digital marketing, content and social media



### Digital marketing

We begin our exploration of digital marketing. A limited budget doesn't mean you can't put a great marketing plan in place. The art of marketing, especially for startups, is focusing on creating interest and impact.

#### In this module, you will:

- ◆ Learn content marketing essentials.
- ◆ Discover how effective content marketing can be in promoting your business.



### Content and social media

In an age when customers can make or break your brand, and business, with a single comment, startups need to be focused, engaged and, above all, listening to what customers are saying (and not saying) online.

#### In this module, you will:

- ◆ Explore a practical step-by-step guide for available social media platforms.
- ◆ Learn how to manage your social media presence.
- ◆ Practice creating Facebook and Instagram advertising campaigns.

## Module 5: SEO, paid search and online advertising



### Search engine marketing

Where would we be without Google? Search engine marketing can be difficult to understand and even moreso to implement. We will break search engine marketing down in detail, making it easier to understand. We will also explore various online advertising options available for your business, and you will learn how to create your own Google ad.

#### In this module, you will:

- ◆ Learn organic and paid media tactics for improving your business Google ranking.
- ◆ Delve into the finer details of search engine marketing.
- ◆ Explore various online advertising options available for your business.
- ◆ Create your very own Google ad.

## Module 6: Website, video, email and mobile



### Website

Your digital marketing journey on this course ends with an exploration of those websites that customers keep browsing, videos they like to watch, emails they want to read, and mobile marketing they want to engage with! Your website is your brand's home on the web.

#### In this module, you will:

- ◆ Learn about best practices associated with web design and development.



### Video and email

Earlier in the course, we looked at the impact of content marketing. As social media algorithms continue to evolve, video keeps proving itself to be the consumer's preferred content format.

#### In this module, you will:

- ◆ Learn how to create effective video marketing.
- ◆ Explore the importance of email marketing, and how to create your own email campaign.



### Mobile

Lastly, a study of marketing in South Africa is incomplete without an understanding of the dominance of mobile, and high mobile, penetration in this country. Consider the mobile marketing methods that will work best for your business.