

Online Marketing and Social Media Training Programme for the Craft Sector

Module	Content	Date & Time
1	Introduction, context & marketing strategy	Nov 8, 10-4pm
2	Developing an integrated approach to brand identity across all platforms both online and offline	Nov 22, 10-4pm
3	Best routes to market	Dec 6, 10-4pm
4	How to use social media for business and maximise social media opportunities- Facebook for Creative Business	Jan 31, 10-4pm
5	How to use social media for business and maximise social media opportunities-Instagram & Twitter for Creative Business	Feb 14, 10-4pm
6	Email and video marketing	Feb 28, 10-4pm
7	Understanding and putting into practice website development and commercialisation (e-commerce)	Mar 13, 10-4pm
8	Understanding and using SEO and Google Analytics for best practice on your website	Mar 20, 10-4pm
9	Photography training and working with images	Apr 3, 10-4pm
10	Developing a media library/building visual content for promotion - an online portfolio	Apr 17, 10-4pm
11	Guidance on writing concise proposals. Copywriting – developing copy for use throughout marketing materials and all promotions	May 1, 10-4pm
12	Future-proof your business with a focused Digital Marketing Strategy	May 15, 10-4pm
13	Best business management practices for small creative businesses, including improved efficiency practices	May 22, 10-4pm
14	Time management, costings and how to price your product	June 5, 10-4pm
15	Bus tour and site visits to creatives, retail outlets and galleries	TBC
16	Defining SMART Goals, real actions to take, developing a Marketing Plan, closing Q&A, programme wrap-up.	June 19, 10-4pm