Introduction to Digital and Social Media for Entrepreneurs and Small Businesses
Program Overview

Small businesses in Canada are realizing the benefits of incorporating digital and social media into their marketing and communications toolbox. In fact, the use of social media among Canada’s small businesses is up 42% from 2012. Despite this increased usage, only 12% of businesses feel that they are using social media effectively.

Choosing the correct digital and social media tools and deploying them effectively is critical in today's business environment. An organization's first impression is often through an online presence, and it is important that small and mid-size businesses managing their investment in digital and social media to achieve results in connecting with current and prospective clients and employees, and in building their online reputation.

The Introduction to Digital and Social Media for Entrepreneurs and Small Businesses Online Industry Series will review the tools and techniques that are most relevant to the small businesses. Participants will engage in sessions to learn from industry trends, and the successes (and failures) of others, and take away key points to develop a strategic digital and social media action plan. Participants will understand how to effectively respond and engage with customers and develop strategies to ensure they are taking advantage of the advertising opportunities that social media provides.

Through four online 90 minute sessions that are delivered synchronously through Fuze Meeting (allowing you to connect with video and voice), a maximum of 10 participants will be enrolled to ensure an interactive experience.

Topics Covered

• Session 1: Digital Strategy Development & Optimizing Entrepreneurs & Small Businesses Web Presence: This session provides an introduction on how to develop a digital and social media strategy that details your goals and objectives as well as briefly address key aspects of your website presence.
• Session 2: Social Media Channels for Entrepreneurs & Small Businesses: This session provides an introductory overview of the main social media channels that can add value and support small businesses.
• Session 3: Digital Advertising & Promotion for Entrepreneurs & Small Businesses: This session provides an introduction to the paid advertising channels that can be used to help small businesses communicate effectively including Google AdWords, Bing, and pay-per-click advertising through social media channels.
• Session 4: Analyzing and Acting on the Results for Entrepreneurs & Small Businesses: Simply deploying on digital and social media channels is not enough. You need to be able to analyze the results and make appropriate adjustments to ensure an optimal deployment. This session introduces analytical tools and key insights that can come from the results.

Benefits

For Individuals

• Learn which digital and social media channels are valuable for achieving business goals and objectives
• Learn how to advertise to your target audience with cost effective pay-per-click advertising
• Learn how to manage your time effectively while still engaging with current and potential customers
• Learn how to use social media tools to increase sales

For Organizations

• Understand the use of digital and social media tools in building and enhancing a businesses reputation
• Develop an internal process and policy for the use of social media to achieve business goals and objectives
• Use social media tools to facilitate the hiring of better quality employees

Quick facts

1 BMO Report, Oct 25, 2013
2 McKinsey Global Institute
3 "Unleashing Value and Productivity Through Social Media"
5 Forbes, October 8, 2013, “It has to be You”

57% of Canadian small businesses use social media (up from 42% last year), but only 12% feel they are using it effectively. 1

36% of small businesses invest 1-5 hours/week and 26% invest 6-10 hours/week on their social media deployments. 2

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Only 3% of small businesses outsource their social media. 4

25% of small businesses in Canada are using social media to source and recruit new talent. 1

46% of small businesses use social media to promote their brand and 38% sell products and services. 1

One-third of small businesses use social media to monitor and track what is being said about them. 1

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Instructor Bio

Lyle's social media work has received global recognition including:

- Recognized as one of the “Top 100 Marketing Professors on Twitter” by Social Media Marketing Magazine (#66 Globally - #6 in Canada)
- The only Canadian Professor on the “Top 50 Business School Professors on Twitter” by www.MBAPrograms.org
- Recognized as one of the “Top 100 Web Savvy Professors for 2012” by Best Online Universities
- He is featured in “8 Mandates for Social Media Marketing Success; Insights and Success Stories from 154 of the World’s Most Innovative Marketing Practitioners, Authors, and Professors.”
- Recognized by the Marketing Management Association as a recipient of the “2013 Hormel Teaching Excellence Award” and he is the “2013 Hormel Master Teacher”
- He has been recognised in 2014 by Memorial University of Newfoundland with the “President’s Award for Distinguished Teaching”.

Global Recognition

The Digital and Social Media Program has been designed and all components are facilitated by Lyle R. Wetsch, an Associate Professor of Marketing at Memorial University of Newfoundland in St. John’s, Newfoundland and Labrador, Canada.

A popular keynote presenter at national and international conferences, he is actively involved in providing presentations and consulting with businesses on various elements of Digital and Social Media Marketing through his company, Digital Marketing Consultants. He has assisted businesses and organizations with the development, design and implementation of their Social & Digital Media Strategies.

He has also served on several Advisory Boards.

He has also been interviewed and featured in several regional and national newspapers, magazines, and TV programs where he has spoken on the application of digital and social media in context.

Personally and through his company, he holds Google Certifications in both AdWords and Analytics, Bing Ads Certification, is a HootSuite Solutions Partner and a Google Partner. These additional credentials ensure the content of all his training is current.

Past Participant Comments

“Lyle was excellent, extremely knowledgeable and very well prepared. As a new person to this industry, I felt this gave me a huge leap into what I need to know. This was amazing!!!”

“This is a tremendous course, relevant, on trend, informative, inspiring and educational. The best training value for dollar and time spent that I have ever had in 18+ years in Government.”

“In such a fast moving environment the material was up to date, and up to date by that morning!”

“Everyone in our industry needs to hear this. It will uncomplicate some things.”

“This course is invaluable to me and my career. Material was engaging and bang up to date. Lyle is fantastic. So engaging and knowledgeable.”

“Lyle often highlights things that even avid users are not aware of!”

“Very informative and relative to my/our needs. Walking away with immediate next steps & ideas for future campaigns!”

“Superb. Action packed, never boring, exceptionally detailed content. Exactly what I was hoping to learn and more!”

“Anyonw writing content for social media/web can learn from understanding metrics and analytics. Lyle tells you the secrets your web team or IT team probably don't want the creative team to know!”

“8 Mandates for Social Media Marketing Success; Insights and Success Stories from 154 of the World’s Most Innovative Marketing Practitioners, Authors, and Professors.”

“Top 100 Web Savvy Professors for 2012” by Best Online Universities

“Thanks for sharing so much information and so much of yourself with the class over the past three days. I was rendered speechless by the time I arrived home, not a frequent occurrence for me. You really ignited a spark that was flickering out and opened my mind to new possibilities that are out there if one is willing to move forward.”

“This was the most informative day I’ve had in a very long time.”

“Superb. Action packed, never boring, exceptionally detailed content. Exactly what I was hoping to learn and more!”

“Best program I have ever taken.”

Loved real-world examples and hands-on to compliment the theory.”

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Digital & Social Media Program Training Locations

Gardiner Centre
Memorial University of Newfoundland
St. John’s, Newfoundland, Canada

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