Digital High Street Skills

Helping you get your business online

Due to funding received from the Department for Business, Innovation & Skills (BIS), these workshops are free of charge to attendees.

Digital High Street Skills is a brand new, tailor-made suite of training programmes specifically designed to help small businesses develop their knowledge of the internet, social media and benefits of getting their business online.

From developing a website to using email marketing and social media, the Digital High Street Skills Programme run by the Association of Town Centre Management (ATCM), will equip small businesses with the confidence, skills and tools they need to benefit from the rapid growth of e-tailing and ultimately increase their bottom line.

Any business signing up can elect to do one, two or all three modules depending on their experience.

Module 1 – 24 February 10:00 – 14:00 at the County Club
Understand your Customer and Digital Marketing – covers the important basics of marketing right through to online channels. This module will:

- Help you understand the importance of knowing your customer and their lifetime value
- Give you the tools to develop a clear digital strategy which will build customer loyalty
- Help you understand different digital marketing channels and how to use them successful

By the end of the session you will be able to articulate what your marketing and digital strategies are, develop a marketing plan and understand how to benefit from a marketing planner.

Module 2 – 10 March 10:00 – 14:00 at the County Club
Develop your Business Online – introduction to online, e-commerce and multi-channel, why it isn't optional anymore for businesses not to have a web presence. This module will:

- Demystify what is required in order to get online
- Introduce e-commerce, multi-channel retailing and the benefits they bring. It will cover a number of options available for ‘getting your business online’ in the most cost effective way for your business
- Explore the opportunities via third parties such as eBay and Amazon

By the end of this session you will know what makes a good website, have a website checklist, launch timetable, online business countdown, a step by step guide to setting up an eBay shop and know how to choose a website provider.

Module 3 – 24 March 10:00 – 14:00 at the County Club
Grow your Business through Social Media – an introduction to blogs, social media and rich content which will keep your customers engaged with your business. This module will:

- Show you how to select the most appropriate social media channels for your business
- Explain how to use social media to drive footfall by developing rich content and how to maximise on Search Engine Optimisation (SEO) and develop a social media strategy which is right for your business
- Understand the future and power of social media and how to maximise this for your business

By the end of this session you will know how to use the main social media channels to promote and grow your business, understand the uses of Facebook, Twitter, Google+, LinkedIn, YouTube, Pinterest, Instagram and how to blog effectively.
For each of the three modules you will complete a pre-course questionnaire, receive a comprehensive delegate workbook and have access to a series of downloads (detailed information and templates to use in developing your online strategies).

**Key benefits**

The Digital High Street Skills suite of training programmes will help you:

- Increase your online presence and become more competitive
- Develop your multi-channel expertise
- Find and engage with new customers
- Increase your customer base
- Widen your geographical reach
- Access new markets
- Improve sales and profits

**Who should attend**

- Small business owners and managers
- Market traders
- Start-up
- Entrepreneurs
- Sole traders

Delegates completing the three Digital High Street Skills modules may be eligible to receive the iCQ Level 2 Award in Digital Marketing Using Social Media qualification.

//My business increased by 10% in six weeks after implementing the knowledge I gained on the Digital High Street course.  //</p>