



#YALILEARNS



YALILearns Session Facilitation Guide

FUNDAMENTALS OF DIGITAL MARKETING FOR ENTREPRENEURS

Your Guide to Facilitating a Discussion About Digital Marketing

Using the YALI Network online course, Fundamentals of Digital Marketing for Entrepreneurs, this guide will help you facilitate dialogue about the ways entrepreneurs can use digital marketing to support their business development. Participants will learn about creating an online brand, developing a digital marketing strategy, and maximizing a digital marketing strategy.

Note: If you are facilitating a virtual YALILearns, invite your participants to join you in the online platform that works best for you (WhatsApp, Facebook Messenger, Zoom, Google Meet, etc.)

Total Time: 112 minutes

Introduction (3 Minutes)

- Introduce yourself and thank your participants for coming. Be sure to mention that you are an interested YALI Network member who wants to start an important conversation about digital marketing and entrepreneurship.
 - Briefly share why you are interested in this topic and why you chose to organize a community dialogue on the fundamentals of digital marketing for entrepreneurs.
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Icebreaker: Common Ground (5 minutes)

If meeting in person:

- Have participants form a circle.
- Join the circle, state your name and present one fact about yourself: what you like to do in your free time, an interest you have, your favorite food, etc.
- Ask all participants who share the same fact or interest to raise their hand.
- Have the person to your left introduce himself or herself and share a fact.
- Ask all participants who share the same fact or interest to raise their hand.
- Continue to go around the circle until everyone has provided a fact about himself or herself. Remind participants to keep it short — you only have 5 minutes!

If meeting virtually:

- Present one fact about yourself.
 - Call on each of the other participants one by one to share one fact as well.
 - Remind participants to keep it short — you only have 5 minutes!
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• **Watch Lesson 1: [Creating Your Online Brand](#) (10 minutes)**

Group Discussion (20 Minutes)

In the video, Christopher discusses the difference between traditional and online marketing:

- Think of an example of traditional and online marketing in your community. How was this example successful in generating sales?



Lesson One continued..

Think of an idea for a business you would like to create in your community. What types of marketing would you use to promote your new business?

2. When building your personal brand, you need to make sure to take focused, consistent, trustworthy, and relatable approaches. Think about your business idea:

- a. Why is personal branding important for an entrepreneur/business owner?
 - b. What is the key message you want to deliver to your audience?
 - c. What do you want people to know about you and your company?
 - d. When you think about your target customer, who are they? What problem can you solve for them?
3. Creating an online personal brand is an important step in generating sales and building your company's reputation:
- a. What are some key considerations to consider when developing your business website?
 - b. Think of an online business that is successful in your community. What did this business do to create the best buyer experience and sales results?

Watch Lesson 2: [Developing a Digital Marketing Strategy](#) (8 minutes)

Group Discussion (20 Minutes)

In the video, the narrator talks about the keys to developing a digital marketing strategy:

What does a good digital marketing strategy look like? What does a bad digital marketing strategy look like?

Think of your business idea. What are some types of digital marketing (email, influencers, content, social media, search engines, etc.) that would work well in your business?

It is important to keep your potential buyers in mind when you develop your digital marketing strategy: What do you need to know about your target market customers before you develop your strategy?

Think about your target market. What are their "buyer personas?"

Watch Lesson 3: [Maximizing Your Digital Marketing](#) (7 minutes)

Group Discussion (20 minutes)

1. There are many tools you can use to maximize your digital marketing efforts:

Think about your business idea. What tools would you use to maximize your digital marketing?

What are some best practices you would like to use to maximize your digital marketing efforts? What are the best strategies and tactics for using these tools?

As an entrepreneur, what should you look for when identifying the best resources for tracking customer sales and data? Why is this important?

2. In the video, Christopher talks about building customer relationships. How should entrepreneurs manage their customer relationships?



Final discussion on goals/interests (5 minutes)

Discuss briefly how the lesson(s) you reviewed together can help accomplish the two goals or interests discussed as part of the beginning group activity. Then, have everyone write down three things they will take away from today's activity that will help them accomplish their personal goals around entrepreneurship and digital marketing.

Wrap-up (3 minutes)

Thank the participants for attending and briefly restate the importance of digital marketing.