

TC Workshop Series

Content Creation & Social Marketing Training For SMEs



The Dilemma: Where To Spend Your Resources Online

Marketing as a SME is about more than just having social media. You need unique and story-driven content that connects customers to your business.

Whether you are a retail shop, brewery, grocer, e-commerce store, mattress warehouse, physiotherapist, realtor, or professional service provider, your content marketing efforts can attract, entertain, and create bonds with new and existing customers.

People want to buy from real people.

Content can help you build a one-on-one relationship with your customer when they aren't seeing you face to face.

You don't have to be an expert to do it well, but you need to understand how the pieces fit together.

Your content should lead customers to purchasing something that is right for them - moving with them through the buying journey (Attraction, Consideration, and Decision).

The Workshop Series

Over 8-12 weeks, Trimmed Creative will train a select group of members from your team on the ins and outs of content marketing. This includes how to craft and execute a social media content strategy.

The training is centred around creating consistent content and marketing your business in a way that feels authentic to you. Remember, employees and owners are living the business everyday and best able to capture real moments.

On top of the social media basics and tutorials on the best tools, a special focus will be placed on helping you and your employees learn how to reach customers based upon the buying journey.

Employees (and owners if they choose to sit in on training) will learn how to attract, engage, and convert customers through organic and paid channels with step-by-step walkthroughs.

Investing in your employee's (and your business's) digital marketing skills may not lead to results overnight, but it will help build resilience into your business.

Syllabus

Topics To Be Covered

- 1** Inbound Marketing & The SME
- 2** Creating Or Working With The Brand You Have
- 3** Mapping Content To The Customer Journey
- 4** First Content Creation Steps & Tools To Succeed
- 5** Planning & Creating Ongoing Content
- 6** Content Strategy Execution & Organic Social Campaigns
- 7** Running/Monitoring Organic & Paid Social Channels/Campaigns

*See Section 3 For A Detailed Breakdown Of Topics

02

About Us & Funding

Sweet Cheat



TOP HAT



Penguin
Random House
Canada



Stephen Trim

Content Creation, Copywriting, & Social Campaigns.

Stephen has been helping SMEs & startups create content strategies, run campaigns, and sustainably grow their businesses since 2015.

Stephen started his marketing career with a growing educational company and is now the Creative Director at Trimmed Creative – a team of content creators and industry experts who help businesses shape their online presence.

Stephen remains passionate about education and loves helping SMEs build in-house marketing knowledge.

Training Costs & Time

Things To Know

- The workshops will take place online and in-person (COVID dependent).
- Approx. 25 hrs of 'in-classroom' time. *See syllabus in section 3 for detailed course outline.
- If you are an Ontario based business, **5/6 of total costs will be covered by Canada-Ontario Jobs Grant (COJG).**
- **You are responsible for \$901.18 total out of pocket.**
- When submitting to COJG, training costs total \$5,408.00 for first employee depending on scheduling (owners can sit in on training at no additional cost).

- • Payment Schedules can be arranged

About COJG

- • A joint initiative of the Federal and Provincial governments.
- • Employees/trainees must reside and work in Ontario.
- • Maximum ministry coverage per trainee/employee is \$10,000/fiscal year.

COJG Process & Timeline

It will take approximately 4 weeks from when you start of the COJG application to completion.

Trimmed Creative will accomodate/ help you get started as soon as possible!

5 Steps

1) Employers fill out COJG Application form via COJG website.

2) Trainer & Employer fill out attestation forms stating no conflict of interest e.g. no stakeholder interest or voting rights, or not married.

3) COJG representative will contact you and have employees sign up for training (contact details and SIN numbers).

4) Trimmed Creative will provide you with invoice/quote for COJG.

5) Once COJG representative receives all of your information, they will send an approval letter and contract.

Please reach out to Stephen before applying for additional information!

Stephen@trimmedcreative.com

COJG Form Information

FAQs Government

<http://www.tcu.gov.on.ca/eng/eopg/cojg/cojg-qs-as.html#display>

Program Overview

<http://www.tcu.gov.on.ca/eng/eopg/programs/cojg.html#art>

03

Appendix & Syllabus

**For Inquiries Or Questions Please
Reach Out:**

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Terms To Know

1 Content Marketing

Content marketing is a strategic marketing approach focused on creating and distributing valuable, relevant, and consistent content to attract and retain a clearly defined audience — and, ultimately, to drive profitable customer action.

2 Brand Identity

Brand identity is made up of elements like colour, design, tone, and language that identifies and distinguishes your brand in mind of your customers.

3 Sales Funnel/ Customer Sale's Cycle

There are many steps and decisions that occur between when a potential customer becomes aware of your product (or service) to when they enter your funnel, to the time they complete a purchase (and hopefully buy again from you).

Terms To Know Continued

4 Customer Personas

A customer persona (also known as a buyer persona) is a semi-fictional character that represents the key traits of a large segment of your audience, based on the data you've collected from user research, web analytics, and more.

5 Content Calendar

A content calendar (also known as an "editorial calendar") is a written schedule of when and where you plan to publish upcoming content. Typically include upcoming pieces, planned promotional activity, hashtags, trending topics, and updates to existing content.

6 KPIs


Key performance indicators (KPIs) refer to a set of quantifiable measurements used to gauge a company's overall long-term performance. For content this include engagement rate, open rates, views, and more. They are benchmarks you set internally by industry standards.

1) Inbound Marketing & The SME

Themes:

- Trends In Your Industry
- Sales Channels, In-store Purchases, eCommerce Tools
- The Opt-In Of Cookies & How Social Media Is Changing.

Activities & Skills:

- 1 Understanding Trends + Content Audit
 - 2 Building Out Your Digital Toolkit & Evaluating Current Marketing Channels
 - 3 Discuss Challenges Facing As Business & Employees
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2) Creating Or Working With The Brand You Have

Themes:

- Developing A Brand Narrative
- The Brand Hero
- Designing Elements You Can Repurpose

Activities & Skills:

- 1 Creating Moodboards
- 2 Storyboarding with *Figma Design Tool*
- 3 Researching Competitor Brands & Content
- 4 Expanded Brand Assets & Colour Application

3) Mapping Content To The Customer Journey

Themes:

- How Content Builds Relationships Over Time
- Buying Stages: Awareness, Consideration, Decision
- Types Of Content Your Customer Expect

Activities & Skills:

- 1 Customer Journey Maps
- 2 Customer-Product-Content Fit
- 3 Developing Brand Assets With *Canva Design Tool*
- 4 Using Customer Personas

4) First Content Creation Steps & Tools For Success

Themes:

- How To Link Content Creation & Branding
- Coming Up With Content Ideas
- How To Put Ideas Into Action & Creating

Activities & Skills:

- 1** Canva Design Tools Continued
- 2** Intro Lightricks, Cap Cut, Adobe Rush Mobile, etc.
- 3** Aligning Content Creation & Customer-Generated-Content

5) Planning & Creating Ongoing Content

Themes:

- Blogs, Vlogs, Social Posts, Pillar Pages, & Keywords
- Repurposing Content
- Social Templates, Assets, & Making Social Media Easier

Activities & Skills:

- 1** Content Creation & The Everyday Continued
- 2** Video Editing/Photo Editing/Ongoing Tools
- 3** Building Content Authority

6) Content Strategy Execution & Organic Social Campaigns

Themes:

- Developing Channels, Influencers, & Customer-Generated-Content.
- Facebook/Instagram Ads, Pinterest Ad market, TikTok Ads.
- Community Building & Finding Reaching Audience

Activities & Skills:

- 1 *Later Scheduling Tool*
- 2 Hashtag Research
- 3 Content Calendar Building

7) Running/Monitoring Social Channels & Campaigns

Themes:

- Facebook/Instagram Ad Market, Google Ads etc. Continued.
- Finding The Resources & Time
- Expectations & Key Performance Indicators.

Activities & Skills:

1 Facebook/Instagram/Pinterest/Tik-Tok Ads Creation & Monitoring

2 Content Calendar Execution

3 Creating Scalable Workflow & Staying Organized