

getconnected

AND GROW YOUR BUSINESS

GetConnected is a program specifically designed to enable rural-based small businesses in Nova Scotia to explore, develop and implement a growth strategy using web-based technologies. Giving you the knowledge you require to make strategic business decisions on when and how to invest in your online presence, the GetConnected program is for you if you want to learn more about growth opportunities.

The aim of this interactive, functional program is to provide small business owners with business planning sessions, online learning modules and hands-on skill development activities to assist in the growth strategy of their business.

Seize the opportunity expand your horizons

Who should attend:

Small Business Owners with the potential for growth into new markets (specific criteria may apply)

The program will cover:

- How to use the Internet for market research
- What makes an effective web site
- Develop a social media strategy
- Measure your online marketing
- eCommerce
- How to track and measure the ROI your online presence

Benefits of Attending

- Help assess your business for growth potential using technology and develop an action plan to get there
- Implement a growth strategy
- Develop the skills necessary to successfully implement a growth strategy utilizing eBusiness technologies



For more information: 1-877-232-2723, acsbe@acadiu.ca, www.acsbe.com

Training Schedule

Through the use of:

- Email
- Web conferences
- Online tutorials
- Social Media Sites, Interactive discussion boards
- Web-based research
- Application sharing, Whiteboards

Topics will be covered in the following learning modules

1. Introduction to online marketing
2. Market Research
3. Market Research 2 – Trends
4. Online Branding
5. Social Media
6. Communication and Collaboration
7. E-commerce
8. Online Advertising

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The phrase “**location, location, location**” has traditionally been one of the most important sayings in business. In many cases, it can mean the difference between feast or famine. But in today’s world of technological breakthroughs the success of a small business is no longer limited because the owner chooses to operate on the outskirts of large cities or thriving suburbs. Web-based technologies enable business owners, in even the most remote locations, to dramatically expand their potential customer base and grow their business.

