

Marketing Makeover: Pandemic Edition



www.DonOsbornConsulting.com

Move your business on- line and get back in the game!

We all know it's a whole new world out there. And if you are not ready for the "new normal," now is the time.

Marketing Makeover: Pandemic Edition is an online course designed to help you recover and thrive in our "new world" by re-inventing your marketing and moving as much of your business online as possible. The course teaches you how to do most of this yourself, and for the more technical aspects, we teach you the best way to hire outside help.



Key Training Sections

- **Inventory** – A complete review of all of your marketing-related tools and systems. Because you can't do the job without the right tools.
- **Tool Upgrades** – Make sure the tools you have are the tools you need, and that they all work properly. And make sure it all matches!
- **Marketing Plan** - With tools in place, it's time to build a strategy for both your digital tools and your traditional tools.
- **Implementation Plan** – A plan is no good unless it gets followed. Here you learn a system to make sure everything gets done properly and on time.
- **Reporting/Management** - This is how we know it all works because you can't manage what you don't measure, right?

Who is it for?

This is for existing small businesses wanting to move their marketing online. This is for bricks and mortar location, or service related companies like advisors or consultants. Requires basic computer skills.

Great for summer interns!

Perfect for tech-savvy summer interns. Your intern could take this training and set up your marketing systems. When your intern leaves, you have all the systems set up, plus access to all of the training yourself.

How does it work?

You watch the videos, complete action items and worksheets, and use the provided tools and templates. You can also ask questions in the private Facebook group or on the weekly Q&A calls. Follow the process and get results.

Ongoing Support

Along with lifetime access to the training videos, we offer several methods of support including access to a private Facebook group and a weekly Q&A call with me. So you are never left in the dark.

When does it start?

The Marketing Makeover course begins the moment you enroll. Once paid, we will send you log-in credentials and you can get started. Work through it as fast or slow as you wish from your computer.

Why Now?

We have just experienced one of the biggest business shake-ups in history. And just like the Great Depression, great change brings great opportunities. And that opportunity for you is taking your business online!

To find out more about this training, book a call with Don Osborn by going to www.DBODigitalMarketing.com/referral. When we talk, be sure to mention where you got this flyer, as it may entitle you to a substantial discount.