



ACTIVATING WOMEN'S ENTREPRENEURIAL MINDSETS AND SOCIAL CHANGE THROUGH CREATIVITY AND CULTURE IN THE COVID-19 ERA

Intellectual Output 1 - A4: ENTREPRENEURIAL AND DIGITAL COMPETENCE FRAMEWORK



Emphasys Centre

ACT4WOMEN FRAMEWORK

MODULE 4: MARKETING & SALES

1. General description of the module

The “Marketing and Sales” module will provide information on the promotion of your social enterprise and your products/services, especially online.

Adults will learn how to:

1. Understand the importance of the digital aspect in regards to marketing
2. Create an online presence
3. Create a social media plan
4. Determine the most adequate social media channels
5. Determine the most effective way to promote products/services online
6. Establish great customer service
7. Maintain good relations with customers

2. List of Topics: HOW many per one module

Topic 1: Digital Marketing and its importance (benefits and risks)

Short description: The main goal of this topic is to clarify all important terms that will be used in the whole module. Adult learners will understand the necessity, benefits and risks of digital marketing for their own social enterprise.

Topic 2: Create your online presence

Short description: The main goal of this topic is to explain to adult learners what can be offered online in regards to social media as well as website creation and provide them with tips on which channels they should use according to their social enterprise.

Topic 3: Tips and suggestions on how to create your promotional posts

Short description: The main goal of this topic is to provide tips to adult learners on how to promote their products/services based on the most adequate content, images and structure. This topic is more practical.

Topic 4: Establish a good relationship with your customers



Short description: The main goal of this topic is to explain the benefits of having loyal customers (more sales and influence to a wider public) and to provide main ideas and suggestions on how to develop this loyalty for the adult learners' social enterprise.

MODULE 4: MARKETING & SALES					
Topic 1	Main Objectives:	KNOWLEDGE <i>(In the context of EQF, knowledge is described as theoretical and/or factual)</i>	SKILLS <i>(In the context of EQF, skills are described as practical)</i>	ATTITUDE <i>(In the context of the EQF, attitude is described as the ability of the learner to apply knowledge and skills autonomously and with responsibility)</i>	Activities/Lesson Plan
Digital Marketing and its importance (benefits and risks)	The main goal of this topic is to clarify all important terms that will be used in the whole module. Adult learners will understand the necessity, benefits and risks of digital marketing for their own social enterprise.	<ol style="list-style-type: none"> 1. I understand the concept and the importance of digital marketing 2. I understand important notions related to digital marketing 3. I understand the benefits that digital marketing will bring to my social enterprise 4. I know the risks that can arise from digital marketing 	<ol style="list-style-type: none"> 1. I can identify basic notions related to digital marketing 2. I can identify the benefits that digital marketing can have to my social enterprise 3. I can distinguish marketing from digital marketing practices 	<ol style="list-style-type: none"> 1. I am open to use digital marketing ways for the promotion of my social enterprise 2. I know how to face the risks resulted from digital marketing. 	<p>Suggestion</p> <ol style="list-style-type: none"> 1. Quiz in which adult learners define the concept of digital marketing and the notions around it. 2. Videos (watch and answer questions) as additional resources for the theoretical background of digital marketing.
Topic 2 Create your online presence	Main Objectives: The main goal of this topic is to explain to adult learners what can be offered online in regards	<ol style="list-style-type: none"> 1. I know what social media are 2. I know the differences and similarities that different channels have 	<ol style="list-style-type: none"> 1. I can create online pages on social media for my social enterprise 2. I can identify the most adequate options for my 	<ol style="list-style-type: none"> 1. I would like to discover various channels that may suit the profile of my social enterprise. 	<p>Suggestion</p> <ol style="list-style-type: none"> 1. Creation of a Facebook or Instagram page for the adult learner's social enterprise

	to social media as well as website development and provide them with tips on which channels they should use according to their social enterprise.	3. I can list tools that can be used for website creation.	social enterprise's online presence	2. I am open to new suggestions if they can help the online presence of my social enterprise	
Topic 3 Tips and suggestions on how to create your promotional posts	Main Objectives: The main goal of this topic is to provide tips to adult learners on how to promote their products/services based on the most adequate content, images, and structure. This topic is more practical.	1. I know different tips that can help me create adequate posts. 2. I know how to create a social media plan. 3. I understand what information will be needed in a post 4. I can list the elements that need to be included in a website.	1. I can create "correct" social media posts 2. I can use the right type of post (text, video, image, carousel etc.)	1. I am open to change my current way of thinking in regards to content creation.	Suggestion 1. Create a social media plan 2. Creation of 3 posts that will be shared on Facebook according to the social media plan.
Topic 4 Establish a good relationship with your customers	Main Objectives: The main goal of this topic is to explain the benefits of having loyal customers (more sales and influence to a wider public) and to provide main ideas and suggestions on how to develop this loyalty for the adult learners' social enterprise.	1. I can list the benefits that loyal customers can bring to my social enterprise 2. I know what ways and good practices can lead to the establishment of good relations with customers	1. I can cope with unfortunate experiences 2. I can cope with demanding customers 3. I can apply good practices in order to make customers' experiences positive 4. I can maintain good relations with customers	1. I am willing to provide the best experience possible to my customers. 2. I am open to suggestions for improvement from my customers' feedback 3. I understand what can be done in order to change a negative experience to a positive one.	Suggestion 1. Case studies (of positive or negative customer experiences) for which adult learners are asked to brainstorm on what they would have done in those situations.