



In Association with



National
Retail
Association

futurise foundation

Designed for Small and Medium business owners,
and entrepreneurs serious about reinventing their
business for COVID-19 and beyond.

Presented by

netStripes

Learn what it takes to grow and maintain a successful,
innovative business in today's digital paradigm.

The Next Step to Digital Empowerment of Small Business Owners

Small business owners will gain real insights, learn digital marketing principles and strategic knowledge to improve and reposition their business model for success. In addition to the suite, Netstripes will provide attendees access to a 1-hr Digital Advisory session with our digital strategists.

4 Power-Packed Online Learning Modules

1. Reinventing in Troubled Times
2. Creating a Digital and Marketing Infrastructure
3. Customer Strategies for Online Success
4. Online Advertising Tips & Tricks

1 Hour of Digital Strategy Advisory

1 on 1 Digital Strategy Advisory so every business owner focuses on building a tailored strategy to achieve business goals.

NetStripes Strategy Framework (NSF)

Created specifically for small business owners using IP developed over a 15 year period. Whilst using best practice strategy principles, outcomes can be achieved in 60-120 minutes as opposed to multiple days or a few weeks.



Price:

Value at: \$1,096
Online Price: \$596

Exclusive offer:

NRA Member Price:
\$298

// ENROLL NOW

Online Learning – Module 1

Reinvent Your Business in Troubled Times

Essential Learning for small business owners on how to reinvent your business during these troubled times using best practice principles and SME examples

Program Guide

- // The two most important factors to consider to build strategies and capability
 - 1) Strategies to protect your cash flow
 - 2) Delivering services in unique and innovative ways that meet customers' needs
- // How to build the right digital marketing Infrastructure that delivers business results in times of crisis and in years to come
- // Success Stories and lessons of SME innovation
- // The two principles of digital marketing for business results
- // A process every business must follow for building online success
- // Factors that make a website the face of a business to survive & thrive COVID-19
- // Social media marketing in 2020 – tips and tricks

Online Learning – Module 2

Creating a Digital and Marketing Infrastructure for Crisis Proof Businesses

Gain a better understanding of the impact of COVID-19 on consumer behaviour and how it can be used to create a solid digital and marketing Infrastructure that supports businesses in times of crisis.

Program Guide

- // How to build the right digital marketing Infrastructure that delivers business results in times of crisis and in years to come
- // The two principles of digital marketing for business results
- // A process every business must follow for building online success
- // SME Digital transformation - an approach for the whole business
- // Understanding changes in consumer behaviour in a pre-COVID world
- // Opportunities stemming from consumer dependency on smart devices
- // Learn what consumers incessantly consume via smart devices and engaging them
- // Why are you not getting traction on websites, social media, and digital marketing?
- // Success Stories and lessons of SME innovation during COVID-19

Online Learning – Module 3

Customer Strategies for Online Success

This is a prerequisite to building a successful digital and marketing strategy. Small and medium business owners will learn through examples on how to create further value by identifying their most valuable customers.

Program Guide

- // How to build a killer customer strategy for online success
- // Understand your customers buying psychology
- // Why businesses fail to connect with social audiences
- // Creating empathy and connecting with social audiences
- // How to influence customer buying decisions
- // How to build killer online content that drives results.
- // Social media marketing - best practices in 2020
- // Success Stories and Lessons

Online Learning – Module 4

Online Advertising Tips & Tricks

Online Advertising is essential for a digital marketing strategy, but not everyone gets it right. In this webinar, we'll show SME owners how to navigate the different online platforms to best advertise the business in 2020, with tips and tricks that work.

Program Guide

- // The secrets of getting the fundamentals right
- // Understanding what really ticks with social audiences
- // How to nail your message
- // Focusing on your ideal customer (the right audience)
- // Facebook advertising tips & tricks
- // Instagram tips & tricks
- // LinkedIn tips and tricks
- // Retarget advertising – Yes or no and when to use it
- // Understanding social platforms for best results
- // Making decisions based on data and analytics, not an opinion

Digital Strategy Advisory

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- // Goal Setting
- // Clarify Business Model
- // Customer Strategy
- // Product / Service Strategy Refinement

Duration: 1 hour

Start Now



netStripes

The Digital Specialists for Small Businesses

NetStripes' have been acclaimed as the digital specialist for Small and Medium Business in Australia by governments, industry associations and business chambers alike.

NetStripes' trusted and verified digital and marketing system has helped thousands of small and medium businesses create a digitally-sustainable infrastructure that provides tangible business results, while continuously adapting and evolving as successful digital businesses.

NetStripes holistic digital solutions incorporates, cutting edge knowledge development, strategy, innovative web technology and specialist digital expertise and guidance to empower businesses to overcome limitations and lead them toward enriched value creation; and in so doing, enhancing their financial, relationship, and intellectual capitals.

12,000+

NetStripes community

1 million+

Annual SMEs outreach

5,000+

Event attendees

4,000+

Digital advisory hours



futurise

foundation

We will help you empower your business to overcome disruption and discover hidden opportunities to reinvent it for survival, growth and success.

Want to know more?

For further details on program schedules, pricing plans, and partner benefits, please contact Saadia De Silva

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