

Title: Mastering Digital Entrepreneurship

Subtitle: From Idea to Online Success

Description

Do you want to harness the power of the internet to start or grow your business? Are feeling left out with new tech like AI becoming buzzwords? Do you feel in the dark?

Join Bilal for this highly educational workshop and transform your business vision into reality!

This dynamic workshop covers essential skills in business planning, web design, digital marketing, content creation, finance, and e-commerce.

Points Covered:

- Choosing and planning the right business for you
- Business Planning & Market Research
- Boosting Your Business with Digital Marketing
- Getting Customers with Great Content
- Setting Up and Managing Your Online Store

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Speaking Points:

- 1. Introduction to Digital Entrepreneurship**
 - Definition and importance
 - Current digital business landscape in South Africa
 - Success stories
- 2. Business Planning**
 - Identifying viable ideas
 - Market research and competitive analysis
 - Developing a business plan
 - Understanding your target audience
- 3. Building an Online Presence**
 - Importance of a professional website
 - Basics of web design and development tools
 - Mobile-friendly and SEO optimization
- 4. Digital Marketing Strategies**
 - Overview of channels: social media, email, search engines
 - Creating a marketing plan
 - Social media marketing and paid advertising
- 5. Content Marketing**
 - Building brand authority and trust
 - Types of content

- Planning your content strategy
- 6. **Business Finance**
 - Basics of financial management
 - Budgeting and funding options
 - E-commerce financials
- 7. **E-commerce Essentials**
 - Setting up an online store
 - Product sourcing and order fulfillment
 - Customer experience and legal considerations
- 8. **Q&A and Networking**
 - Open floor for questions
 - Networking opportunities
- 9. **Promoting the Certificate in Digital Entrepreneurship**
 - Course overview and benefits
 - Success stories and testimonials
 - Enrollment process
- 10. **Interactive Activities**
 - Hands-on exercises: business plan, website design, marketing strategy
 - Group discussions and feedback

These points provide a clear, concise roadmap for mastering digital entrepreneurship and promote the Certificate in Digital Entrepreneurship effectively.