



Chambre de Commerce
Indo-Canada
Chamber of Commerce



Digital Drive: Enabling Small Business Growth

A Digital Marketing Mastery Bootcamp

Frequently Asked Questions

1. What is the Digital Drive: Enabling Small Business Growth- A Digital Marketing Mastery Bootcamp?

This project Digital Drive: Enabling Small Business Growth is an initiative by the Indo Canada Chamber of Commerce (ICCC) to empower the Indo Canadian business community and help them become self sufficient in developing and implementing digital marketing campaigns for business growth. This initiative is funded by the Ministry of Labour, Immigration, Training and Skills Development (MLITSD), Government of Ontario under Round III of the Skills Development Fund (SDF).

This program is specially designed by York University's Asian Business Management Program (ABMP) to help Indo Canadian entrepreneurs, small businesses and job seekers develop skills in digital marketing.

2. What will be the program focus and outcomes?

This program will enable you to scale up marketing efforts, strengthen your online presence and deliver compelling content that will help you keep in touch with your current customers and connect with new business opportunities. You will also learn to identify elements of success and failure in your digital marketing plans and make necessary changes to optimize results.

You'll learn practical skills that can help you stay ahead of the curve and how to effectively use digital and social media channels, explore Google Analytics, and set clear, actionable digital marketing strategies for your business. You will also get hands-on training in the latest tools and techniques, develop skills to succeed in website marketing, social media advertising, email marketing, and Google Ads.

3. Do I need to pay a fee to join the program?

The program is **fully funded** by MLITSD meaning participants of this project are eligible to take the program at **no cost**. The value of this program is estimated at \$5000.

4. Who can qualify for the program?

To be considered, you must be a **resident of Ontario** and a part of the Indo Canadian community* and be any one of the following:

- Entrepreneur or small business owner
- Job seeker interested in digital marketing roles
- Currently employed and seeking to equip and enhance in demand digital skills
- International student with work permit under the Post-Graduation Work Permit Program
- On a temporary work permit but have been granted Permanent Resident status

* Please contact us at iccc@iccconline.org to discuss your eligibility if you are not from the Indo Canadian Community

5. How long is the program and how will this be delivered?

This is a nine-week training program. Sessions will be held twice every week -Mon and Wed in the evenings from 6-8 pm* (Total 18 sessions i.e. 36 training hours over nine weeks).

The training program will be delivered online using a sophisticated Learning Management System(LMS) and will feature a combination of real-time synchronous, instructor-led and asynchronous (on-demand) sessions. Most sessions will be offered synchronously to encourage engaging discussions and interactivity.

* *Some session timings may vary based on the availability of instructors*

6. How is the program is structured?

The program will comprise of 4 individual modules focusing on different aspects of digital marketing:

Module 1: Understand your business, marketing goals and your target audience

Module 2: Promote small businesses through effective digital channels

Module 3: Data collection and analysis

Module 4: Put together your digital marketing strategy and present your campaign results.

7. Is there a list of anticipated assignments/due dates that I can add to my calendar?

Learners will be provided with a list of activities at the start of the program. We have a highly sophisticated LMS to upload course materials and provide information and make announcements

8. Is there any pre-reading; do we need to purchase textbooks or reading material?

All Course materials and readings will be uploaded on to the LMS, which can then be downloaded by you. In addition, you will receive access to a curated library of microcourses to help you learn additional skills – Access to this will be available for upto six months of your program completion.

9. What kind of certification will I obtain?

You will receive a certificate of completion by York University.

10. Is there an attendance policy.

Yes, to be eligible for your certificate you will need to attend at least 16 out of 18 sessions

11. Will the sessions be recorded?

No, the sessions will not be recorded. However, all material for the session will be uploaded onto the LMS which you can access at your own pace.

12. What if I enroll and need to drop out midway or am unable to attend sessions due to some professional or personal exigency?

If a situation like this arises you must let us know immediately by sending an email to the project coordinator at iccc@iccconline.org. We will try and accommodate you in the next subsequent cohorts.

13. What are program dates

There would be 4 cohorts of this program

Cohort 1: July 5 – Sept 6, 2023

Cohort 2: Sept 11 – Nov 8, 2023

Cohort 3: Oct 16 – Dec 13, 2023

Cohort 4: Jan 8 – Mar 6, 2024

14. What is the microgrant and how will we receive it?

You will receive a microgrant upto \$500 in value to invest in real-world digital marketing initiatives and experiment with new techniques. This will help to put your newfound knowledge into actionable results. You will be eligible for this grant once you complete all the modules of this program

15. What is the ICCC Digital Marketing Community and how can I become a member of the same.

The ICCC Digital Marketing Community will be an online discussion forum platform and an online community of digital marketers, participating business owners and experts in this field which will also act as a reservoir of resources. You get automatically get enrolled into the marketing community upon registration into the program.

This is an Employment Ontario project and is funded in part by the Government of Canada and the Government of Ontario

