

Chambre de Commerce
Indo-Canada
Chamber of Commerce



Digital Drive: Enabling Small Business Growth

A Digital Marketing Mastery Bootcamp

Program Introduction

Digital marketing can be overwhelming, but it doesn't have to be!! ICCC's **Online Digital Marketing Mastery Bootcamp** is here to simplify things for you.

As the digital landscape continues to evolve, it's important to have practical skills that can help you stay ahead of the curve. Learn to effectively use digital and social media channels, explore Google Analytics, and set clear, actionable digital marketing strategies for your business. 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.

Program designed and delivered by York University's Asian Business and Management Program.

On program completion all participants receive a certificate of completion from York University.

Engaging & Highly Interactive Format:

- ▶ Total **36 training hours over nine weeks**. Online sessions held twice a week from 6-8 pm*
- ▶ Learn Through Doing - **Receive a microgrant upto \$500** to invest in real-world digital marketing initiatives and experiment with new techniques
- ▶ Showcase your progress and learnings to experts and receive their inputs

** Timings of some sessions might vary.*



Application Checklist

Enrollment into this program is free for Indo-Canadians*, who reside in Ontario, but we have limited seats.

To be considered, you must 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

**Exceptions apply*

Applying is easy!

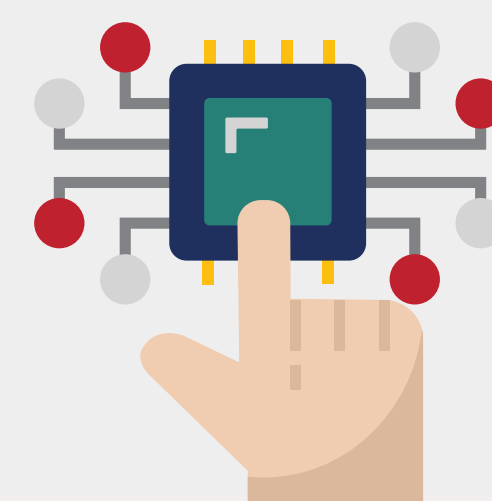
Contact us at

iccc@iccconline.org

or call us 416 224 0090.

You will need to fill up a preliminary application form.

Once we receive your application, we will let you know your status within 5-7 business days. For details visit: www.iccconline.org



Added Bonus

- ▶ Be a part of the **ICCC Marketing community** - An online discussion forum and a reservoir of resources
- ▶ Participate in Workshops, Knowledge Forums, Seminars, and other networking events
- ▶ Get access to mentorship and coaching sessions by industry experts and mentors
- ▶ Receive access to a curated content library to develop additional skills

Program Journey- A four step learning journey- spread across four modules:

- Step 1: Preparing for Marketing Mastery-** Put the building blocks in place to revolutionize your digital marketing approach and outperform your competition
- Step 2: Choose and Use the Right Tools-** Get hands-on and supercharge your marketing with the right digital platforms and techniques
- Step 3: Optimize With Data and Analysis-** Unlock the full potential of your data and gain unprecedented insights into what your customers want, like, and need
- Step 4: Love it When a Plan Comes Together-** Create a crystal-clear vision for your marketing strategy and turn it into a concrete action plan that delivers results



Schedule: 4 cohorts from Jul 2023 - Mar 2024

I and II cohort launched successfully. Registrations now open for Cohort III (Starts Oct 16, 2023) Cohort IV (Starts Jan 08, 2024)

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

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