

# THE FIRST STEP



ACCELERATED BUSINESS PROGRAM

**Rio Tinto  
Alcan**



Developed and Delivered by:



## Message from Village of Burns Lake



Village of Burns Lake Mayor, Dolores Funk

“In partnership with Rio Tinto, we want to welcome you to this exciting new program. By the end of this course, we hope that the Burns Lake Business Accelerator has provided you with the knowledge and tools you need to adapt to the new digital marketplace. Thank you for your continued service to the Burns Lake community and I wish you continued success!”

## Message from Rio Tinto Alcan

COVID-19 has been a challenge for many businesses, corporations, organizations, and families. Rio Tinto is supporting projects across our global operations to mitigate the social and economic impacts of COVID-19. Programs supported by our BC Works operation include home-based greenhouse projects, hospital and community service workers PPE fitting and donations, hospital equipment donation and the distribution of iPads to Northern Health senior acute and long-term care home to connect families once again.

Rio Tinto is proud to partner with the Village of Burns Lake in the efforts to rebuild and strengthen the local economy. The Business Accelerator Program will help small businesses in the Village of Burns Lake to transition their business online. Following this pilot program, we hope to duplicate this model to support recovery in multiple communities and help to expedite normality back to our businesses and our way of life.

We wish success to the businesses involved in this pilot and thank them for their time and feedback as the program evolves.

All the best to all participating businesses.

Affonso Bizon, general manager Rio Tinto BC Works

## Message from Economic Development





# BUSINESS ACCELERATOR

The First Step Accelerator program is different than any other out there today and is designed with only **one** goal. To help you succeed online.

Thanks to our sponsor's, we have been able to provide you with a professional website and together, we are going to focus where it matters – how to build your sales with emotional connections through the online world.

The next 15 weeks are going to be exciting, filled with real tools to drive your business today, in the online world, and provide full support to see you through the next year. Together we are going to build your success, all we ask is that you commit yourself to learning and bring your passion for your business to class.

In the next 15 weeks we will do some amazing things together and we are here to help you build and grow every step of the way.

**THE FIRST STEP** 



THE FIRST STEP

# BUSINESS ACCELERATOR



# THE FIRST STEP



## GETTING STARTED



Introduction to your new professionally designed website



Logging in to The First Step online learning platform



Review how the classes work.



NEXT

TIME TO GET TO WORK!



## PREPARING YOUR BUSINESS:

Understanding the basics of your online personality:

- ✚ What branding means
- ✚ Why it is important
- ✚ How to build an emotional connection online through copy and images



Homework: Your Brand, Finding Your Voice.

## Business Cards

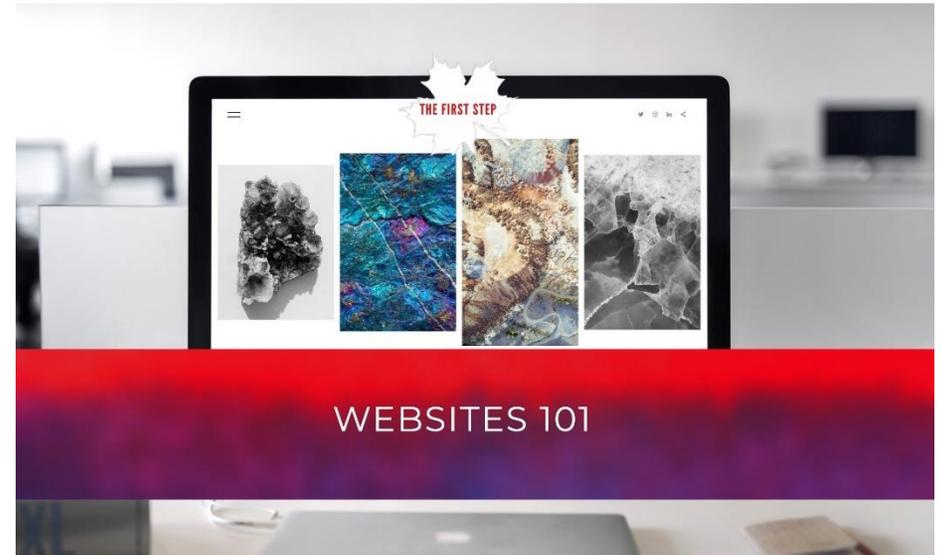
- ✚ Design and Ordering of Business Cards through Vistaprint Canada
- ✚ Creation of Signature's for Email
- ✚ Setup of email on desktop's and phone



## WEBSITES 101:

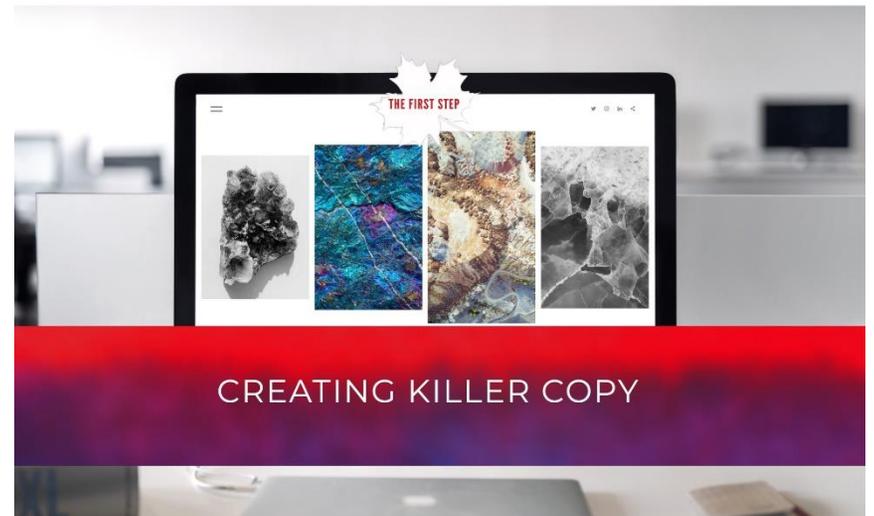
Introduction to website basics

- ✚ Accessing your website
- ✚ How to change images
- ✚ Review of the Dashboard
- ✚ Review of Plugins



## CREATING KILLER COPY:

- ✚ Telling your story
- ✚ What Call to Actions
- ✚ Implementing CTA's



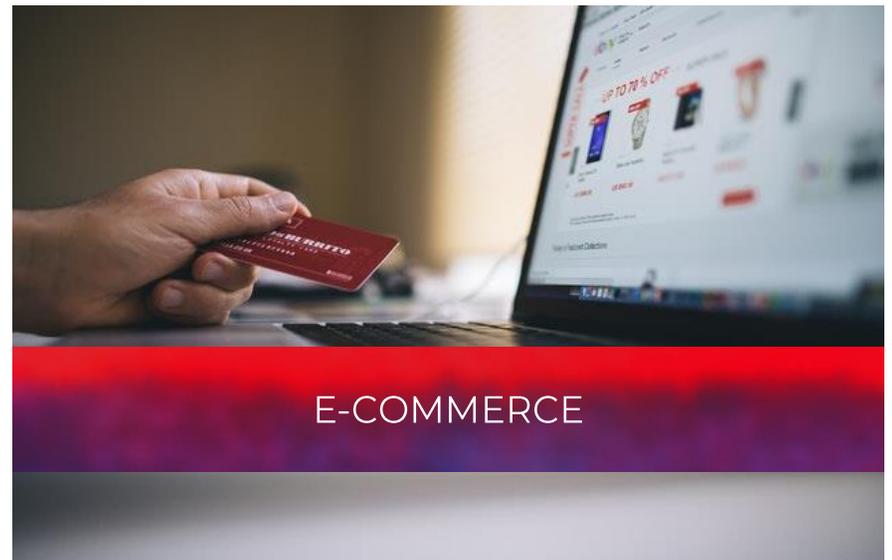
Homework: Update Your Bio and Taglines

## WEBSITES 101:

Introduction to E-Commerce basics

- ✚ Accessing your shop
- ✚ How to change images
- ✚ Updating your description
- ✚ Adding a Product
- ✚ Showing/Hiding Inventory
- ✚ WooCommerce Review

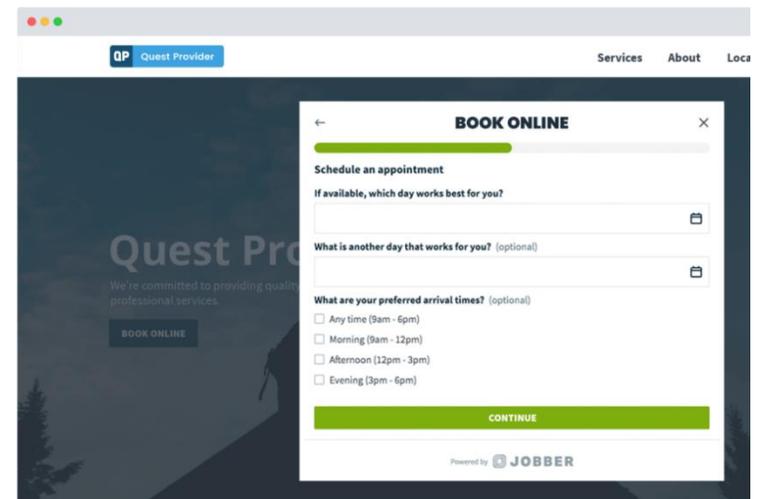
Homework: *Add new product*



E-COMMERCE

## E-Commerce – More than just a store:

- ✚ Booking and accepting payments online
- ✚ Calendar integration
- ✚ Offering services online
- ✚ Online Tools





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## WEBSITE MARKETING TOOLS –

- ✚ Introduction to Mailchimp
- ✚ Mailchimp setup
- ✚ Newsletter/promotion signup
- ✚ Import Subscribers





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## WEBSITE MARKETING TOOLS –

- ✚ Setup of Google Business Page
- ✚ Maximizing the tools
- ✚ Integrating map to website



Google  
My Business

# THE FIRST STEP



## SOCIAL MEDIA SETUP:

### Introduction to Social Media Channels

- ✚ Review of the top social channels
- ✚ Creation of Facebook Page (or review)
- ✚ Creation of Gmail account (for Social management)
- ✚ Determining the best channels for your market



Homework: Creation of appropriate channels

## SOCIAL MEDIA BEST PRACTICES:

- ✚ Building and Engaging your followers
- ✚ Posting do's and dont's
- ✚ The Social Community
- ✚ Support and Inspire your community



Homework: Find at least 5 community pages that you can engage with as a business.

## SOCIAL MEDIA TOOLS & TRICKS:

- ✚ Connecting channels for posting ease
- ✚ Creating beautiful campaigns
- ✚ Introduction to the tools pro's use



Homework: Start creating your marketing calendar



## PAID MARKETING 101 -

- ✚ Organic reach, what it means
- ✚ Maximizing your reach
- ✚ Consistent messaging across all channels
- ✚ Giveaways, contests, and small promotions



## FACEBOOK MARKETING -

- ✚ Introduction to Facebook Marketing
- ✚ Determining your objectives
- ✚ Setup of custom demographic



Homework: Decide on 3 promotions that you would like to try in the next 6 weeks

## INSTAGRAM –

- ✚ Key benefits
- ✚ Hashtags, how to use them
- ✚ Integration to Facebook



## FACEBOOK MARKETING –

- ✚ Peer review and recommendations for your promotions
- ✚ Setup of A/B micro campaign
- ✚ A/B Campaign launch
- ✚ Implantation of Facebook chat on websites

**\*\*\* Budget for micro campaign \$100.00**



## EMAIL MARKETING -

- ✚ Creation of 1<sup>st</sup> email marketing campaign
- ✚ Linking and distribution



## MEASURE AND TWEAK –

- 📊 REVIEW A/B Campaign
- 📊 Pause weakest campaign
- 📊 Accelerate winning campaign

**\*\*\* Budget for campaign \$150.00**





## SEO 101 –

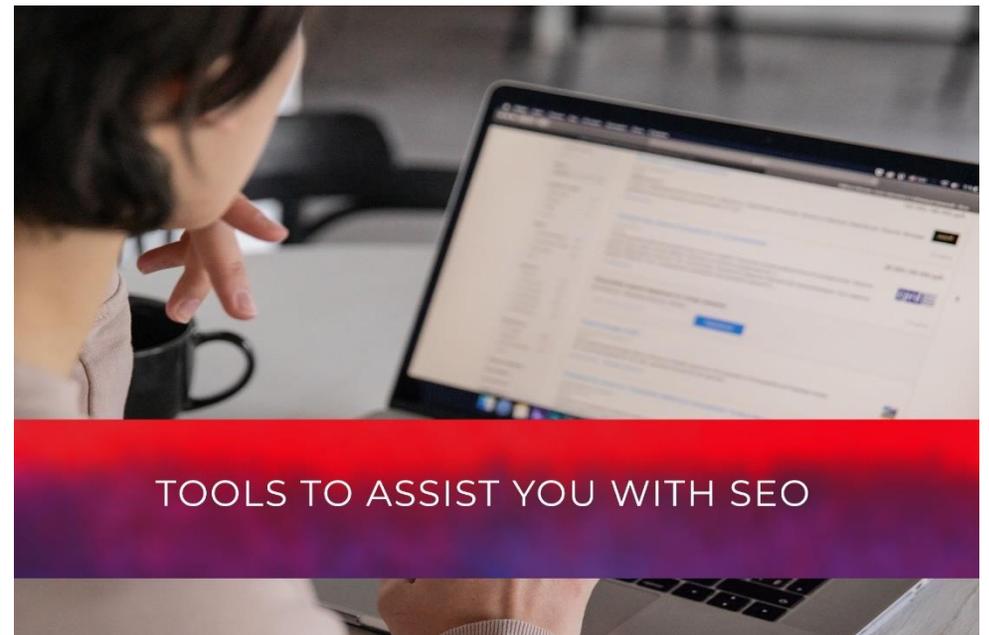
- ✚ Learn what SEO is
- ✚ How to implement it into your site
- ✚ Tips to increase your SEO exposure
- ✚ Review of SEO and traffic





## SEO TOOLS -

- ✚ Introduction to YOAST
- ✚ Directories and Marketplaces
- ✚ Blogs or News Sections, they have value
- ✚ Linking





## TESTIMONIALS AND REVIEWS -

- ✚ Soliciting reviews
- ✚ The good, the bad and the ugly
- ✚ Maximizing reviews to work for you.



## MEASURE AND TWEAK 2

- Review Facebook campaign
- Review SEO and Website Traffic
- Review Social Growth





## Social Media Blitz –

- ✚ Review Facebook campaign
- ✚ Review SEO and Website Traffic
- ✚ Review Social Growth
- ✚ Schedule and Plan for the Holidays





## Growing thru 2021

- Review of last quarter of 2021
- Strengths and Weakness
- Growth Areas for 2021





## SUCCESS IS CONSISTANT WORK

- ✚ First Quarter Promotional Planning
- ✚ In-depth look at contests and promotions

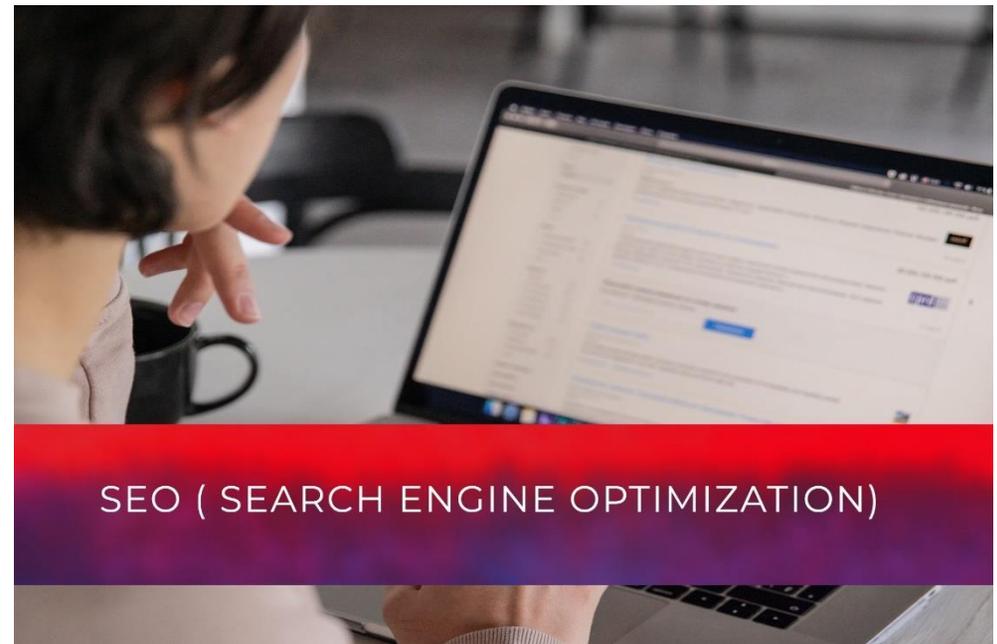




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## REVIEW AND IMPROVE SEO

- ✚ Keyword review and update
- ✚ Implementation of additional keywords





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## ONLINE CUSTOMER SERVICE

- ✚ The importance of Customer Service
- ✚ The emotional connection – a full circle
- ✚ Implementation of additional keywords





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## Class Times

**10AM – 12PM Tuesdays and Thursdays – Q/A 1PM -3PM**

Class Slides available 2 hours after class has been completed on The First Step Website.

Resources, uploaded on Sundays and reviewed as a group

One on One scheduled via email.

## SUPPORT AND RESOURCES – DURING THE PROGRAM

- + Email: [angelique@freshpixel.ca](mailto:angelique@freshpixel.ca)
- + Facebook Chat via our website: [www.thefirststep.ca](http://www.thefirststep.ca)
- + Community: Facebook page and website
- + Articles, Support & Resources: [www.thefirststep.ca](http://www.thefirststep.ca)
- + Community support: [lwatson@burnslake.ca](mailto:lwatson@burnslake.ca)