FACILITATOR'S HANDBOOK

DIGITAL MARKETING TRAINING

AMBASSADE
DE FRANCE
EN OUGANDA

*Liberté
Égalité
Fraternité*

UKARIMU

What is the purpose of this module?

This training module serves as guidance to train young people in Uganda in bartending and coffee making in the tourism & hospitality sector. The module is based on principles of Active Learning.

The training is developed for beginner level trainings but can also serve as a refresher course for people with some experience in tourism & hospitality.

The module can be used in a stand alone training, or combined with other Ukarimu modules that are all freely accessible at www.ukarimuacademy.org.

What does this training module consist of?

THE MODULE CONSISTS OF:

1) Pages that guide the trainer on how to implement the different training activities.
2) Slides that will be displayed as a presentation during the training. These slides can be edited as you like via PowerPoint or Google Slides.

PREPARATIONS

Training participants

This training is developed for anyone with an interest in Digital Marketing skills in the tourism & hospitality. Commitment to the training should be among the recruitment criteria. As this training is written in English, basic literacy and understanding of English are important (although it can also be translated into other languages).

Trainers

The trainers are preferably tourism & hospitality professionals with particular interest in Digital Marketing training and have gone through a training of trainers (ToT). Ideally, the lead trainer is supported by a sidekick who helps in coordinating the training.

Training venue

This training can be hosted at a range of training venues. To support active learning, choose a spacious venue where people can move around and work in small groups. Ideally your venue also has some outdoor space to host energizers and/or exercises.

Training materials

• Flipcharts, sticky notes, writing equipment
• Projector and slides
• Various documents that go alongside this module
• Certificates of participation (to be developed by the trainer)

TRAINING OUTLINE: DAY 1

AGENDA

Introduction of training and participants, expectation setting, etc.

Introduction to digital marketing and its importance

Marketing foundations that will help you plan
Customer personas

Marketing foundations that will help you plan
The (virtual) customer journey

Photography

Wrapping Up

Introduction game (20 min)

STEPS

1. Participants stand in a circle.
2. Each one shares their name, the company they work with, what they do, what they love about their job and what they also hate about their job.
3. After sharing, without following any particular order, each participant throws an object randomly to the next person who then takes the stage

Learning goals

1. Participants will be more familiar with each other.
2. Facilitators get an understanding of who is in the room
3. Participants exercise their audibility, presentation skills, body language etc.

> **ADDITIONAL MATERIALS**
> **A large space where participants can stand in a big circle.**

Reference Training content Digital Marketing Training, page: 2

Expectation setting (20 min)

STEPS

1. Place the participants in an open circle, in front of a flipchart. Provide everyone with 3 sticky notes.
2. Let them reflect for 3 minutes on what they aim to learn during the training and what they can teach others.
3. Let them write down their learning goals on the sticky notes and invite them to place the sticky notes on the flipchart. (1 note = 1 learning goal)
4. Go through their answers and explain whether or not each expectation can be met during this training.
5. Emphasize that they should also take their own responsibility in ensuring that they actually learn what they have mentioned. Also emphasize that peer-to-peer learning can be very effective.
6. Also share your own expectations on the training and provide an overview of how the training will look like.

Learning goals

1. Participants are clear on what they aim to learn and take ownership of their learning goals.
2. Participants realise what they can offer to others and are willing to help each other.

Reference Training content Digital Marketing Training, page: 2

Deciding on rules (20 min)

STEPS

1. Invite the participants to brainstorm on the rules for the training by asking, "What are your house rules for a successful training?"

2. If the group agrees with a mentioned rule it will be written on a big sheet of paper. Allow people to come up with alternative suggestions.

3. Make sure people only suggest rules that cover new topics.

Learning goals

1. The participants agree on the rules of the training and feel ownership over them.

Reference Training content Digital Marketing Training, page: 2

What is Digital Marketing? (30 min)

STEPS

1. In a quick brainstorm session, ask participants what marketing is and how they are doing it in their workplace. Harvest a few answers and ask other participants if they agree with them.

2. Ask participants what digital marketing is and how it is done in their workplace. Harvest a few answers and ask if others agree.

3. Using a slide, show a list of marketing channels and ask participants to point out digital marketing.

4. Crown up the session with an introduction to digital marketing, its importance and show some examples of digital marketing e.g., ask them to scan a QR code (Quick response code)

Learning goals

1. Participants understand what digital marketing is all about and how it is done. From now onwards, participants will keep exploring various digital marketing channels.

Reference Training content Digital Marketing Training, page: 2 to 3

Digital Marketing Foundations - customer personas (150 min)

STEPS

1. After an interactive energizer, say to the group, "We will now look at a few people that we are likely to market our services to. Where do you think these people can be found online?" Ensure to show various people e.g. an old man, a couple, a young lady, a whole family etc.

2. Say to the group that, "It is very important to understand who you are marketing to, thus; the marketing persona"

3. Show examples of the personas and their different profiles. Invite the participants to read out the profiles and discuss them abit with their neighbor.

4. In groups of 3-5, ask participants to create their own persona, give name, profile, characteristics, customer needs etc. and present their personal to the rest of the group. From now on, they will use their persona in the majority of exercises.

Learning goals

1. Participants understand the foundation of marketing- "Know who you are marketing to"

Reference Training content Digital Marketing Training, page: 4 to 5

Digital Marketing Foundations - the (virtual) customer journey also known as the A.I.D.A. model (105 min)

STEPS

1. Introduce the AIDA model and use the slides provided, to guide the lecture about the customer journey. It's a theory session but encourage active participation as much as you can.
2. In groups of 3-5, participants create the customer journey for their persona.
3. A group representative presents the journey of their persona using the AIDA model.
4. The other participants are invited to give them feedback

Learning goals

1. Participants understand the customer journey, which starts with awareness, then interest, then desire and finally action.

ADDITIONAL MATERIALS
AIDA model slides
Projector/screen
Flip chart and markers

Reference Training content Digital Marketing Training, page: 6 to 8

Basics to photo/videography (45 min)

STEPS

1. In a brainstorm session, ask the participants. "What do they say about a picture? Video?" Harvest the answers on a flipchart.
2. Look out for answers e.g. A video allows us to tell the great stories of our customers, rather than our own. A picture is worth a thousand words etc.
3. Using the slides available, introduce the basics of taking a photograph/video i.e., Camera level, height & distance, Framing (rule of thirds) and Looking direction.
4. Ask each individual participant to take some pictures/videos. These will also be used on day 2, so say to them, "Great marketing starts with great stories. Be unique, inspire"

Learning goals

1. Participants learn the basics of what to consider while taking a good photo or capturing a good video.

Reference Training content Digital Marketing Training, page: 8 to 11

ADDITIONAL MATERIALS
Projector/screen
Flip chart and markers
Identify some interesting activities on site

Wrapping up (30 min)

STEPS

1. Hand out three sticky notes in different colors to each participant.

2. Let them write down on one sticky note with a specific color what they appreciated about the day.

3. Let them write down one thing they learned today on another sticky note.

4. Let them write down one thing that could be improved in the training on the last sticky note.

5. Ask them to place the sticky notes on a flipchart, grouped per color.

6. Invite everyone to walk up to the flipcharts and read the sticky notes.

7. Harvest a few answers in the plenary, 1-3 for each flipchart.

Learning goals

1. The participants learn to reflect on the training and their own learning process.

ADDITIONAL MATERIALS
None

Reference Training content Digital Marketing Training, page: 11

TRAINING OUTLINE: DAY 2

AGENDA

Recap of day 1

Digital marketing tools - your website

Developing your website

Digital marketing tools - social media

Developing social media content/posts

Wrapping Up

Digital Marketing Tools - your website (90 min)

STEPS

1. In a brainstorm, ask participants "What is a website? What is the importance of a website? What is a customer looking for when they visit a website?

2. In a lecture, introduce the customer journey in regard to the website (What does a customer go through when they visit your website?)

3. Share a few slides on the customer journey and the importance of a website to a tourism and hospitality business.

4. After an energizer, tell the group, "For many customers who visit your website, the first step of their journey will last less than 15 seconds."

6. hare some examples of websites and ask the group to look at them for 15 seconds and share what comes to mind. what does the website offer? What emotional attachment do they experience?

7. If there are participants who already have websites, do the 15 seconds exercise on them and let others share their experience with them.

8. Lecture the group on Website best practices

Learning goals

1. Participants learn about the importance of a website and what to do to create initial awareness and interest of their persona

ADDITIONAL MATERIALS
Other website slides

Reference Training content Digital Marketing Training, page: 11 to 13

Developing your website (120 min)

STEPS

1. In groups of 3-5, start the participants on an assignment to develop a homepage concept on a flip chart, with their personas in mind. After 20 minutes, participants should be able to present the following;

   • Which message and image(s) will you use?

   • What other information will you include on your home page and why?

   • What other specific instructions will you give to the person building your website, to ensure that you comply with the latest best practices?

The other participants are invited to give them feedback.

As a wrap up, lecture the participants on best website development and management practices.

Learning goals

1. Participants get an understanding of what a homepage should look like and can guide their website developers from a point of knowledge.

ADDITIONAL MATERIALS
Flip chart and markers

Reference Training content Digital Marketing Training, page: 14 to 16

Digital Marketing Tools - Social media (120 min)

STEPS

1. In a free sharing session, invite participants to share their experience with marketing on social media. How successful have they been with marketing on social media? What challenges have they encountered? etc.

2. Invite participants to describe the customer journey on social media. Display the slide with the four steps of the AIDA model.

3. Lecture the participants on social media channels. Focus on Facebook and Instagram.

4. Use the slides to cover topics on the importance of Facebook and Instagram, the do's & don'ts of marketing on Facebook & Instagram and content creation for these platforms.

5. Invite participants in grouos of 4-5 to create posts on facebook and Instagram. Use text, pictures and/ videos.

6. As a group, review each others'posts and give feedback for improvement.

7. After an interactive energizer, introduce the topic of YouTube marketing. Just like with facebook and Instagram, use slides to cover topics on the importance of YouTube, the do's & don'ts of marketing on YouTube and content creation for YouTube.

Learning goals

1. Participants learn more about content creation and social media marketing using brief creative and informative posts.

ADDITIONAL MATERIALS
Examples of social media posts and channels

Reference Training content Digital Marketing Training, page: 16 to 22

Wrapping up (30 min)

STEPS

1. In a plenary setting (semi-circle shape) participants share their main highlight of the day and explain why it was their main highlight. The facilitator records the highlights on a flip chart.

2. In their explanation, participants can share what challenge/s they have been facing in their work, for which their highlight provides a solution.

Learning goals

1. The participants reflect on the days experiences and how they can help them improve their performance at work.

ADDITIONAL MATERIALS
Flipchart and markers

Reference Training content Digital Marketing Training, page: 23

TRAINING OUTLINE: DAY 3

AGENDA

Q&A session (Any questions from the past 2 days?)

Digital marketing etiquette

Customer reviews: Asking for guest reviews

Responding to online reviews (positive and negative)

Closure and Graduation

Q&A session (90 min)

STEPS

1. Say, "Over the past 2 days, we have discussed various topics including understanding your customer, your customer journey through digital marketing channels, website development, social media marketing etc."
2. Welcome participants to ask for clarity on any of the topics covered, where they still need it, in a question and answer session, "Ask the facilitator".
3. Please first harvest all the questions on a flipchart and answer them in bundles. In order to answer some questions, you might need to go back to some of the content slides for the previous days.

Learning goals

1. The participants get an opportunity to ask the facilitators for more explanation on topics where they still have questions.

ADDITIONAL MATERIALS
Flipchart and markers

Reference Training content Digital Marketing Training, page: 23

Digital marketing etiquette (30 min)

STEPS

1. Say to the participants, "Over the past two days, you have most probably picked up a few do's and don'ts to watch out for as you venture into digital marketing. Let's go over these one more time."
2. Ask participants to state what they think are the do's and don'ts in digital marketing and record them on a flip chart.
3. Depending on how exhaustive the participants contributions are, wrap up the discussion with a slide outlining the digital marketing etiquette.

Learning goals

1. The participants acquire a full understanding of the digital marketing etiquette

ADDITIONAL MATERIALS
Flipcharts and markers

Reference Training content Digital Marketing Training, page: 23

Customer reviews: Asking for guest reviews (30 min)

STEPS

1. In a brainstorm, ask participants if and how they normally ask customers for online reviews.

    • What challenges do they normally face?

    • Are there any participants who have had some success with asking for online reviews? How did online reviews help to market their business?

2. Using the slides, lecture the participants about online guest reviews, the importance of a good review and how to ask for guest reviews successfully.

3. Using role plays, ask participants to practice asking for guest reviews in pairs (where one is a guest and another is the marketer. The rest of the group will provide feedback.

Learning goals

1. The participants reflect on if and how they have previously asked for guest reviews, identify potential errors they made and how they can be avoided at the next opportunity.

ADDITIONAL MATERIALS
None

Reference Training content Digital Marketing Training, page: 23 to 24

Customer reviews: Responding to online reviews-positive and negative (90 min)

STEPS

1. In a brainstorm, ask participants if and how they normally respond to online reviews.

    • What challenges do they normally face?

    • Are there any participants who have had some success with responding to online reviews? How did responding to online reviews help to market their business?

2. Using slides, lecture the participants about responding to online guest reviews, the importance of responding professionally to both good and bad reviews.

3. In a group assignment, invite the participants to look up one negative and one positive guest review online, and come up with an appropriate response, which they will present to the rest and get feedback.

Learning goals

1. The participants understand better, how to respond to positive and negative reviews and gain confidence to do so.

Reference Training content Digital Marketing Training, page: 24 to 25

Closure & graduation (60 min)

STEPS

1. Encourage the participants to think on what they will do with their learning. Let them come up with a plan that has tangible goals.

2. Invite all participants to have some closing remarks in which they elaborate on what they learned and on their next steps.

3. Hand out certificates and have fun.

Learning goals

1. Participants will have thought about the next steps after the training and have enjoyed the closure of the training.

ADDITIONAL MATERIALS
Certificates of participation, to be developed before the training.

THIS MODULE IS DEVELOPED BY...

Lead partner

Ukarimu is an initiative that develops open-source training material for the tourism & hospitality industry.

www.ukarimuacademy.org

Funding partner

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Implementing partners

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