

## ToT-Programme: Digital Marketing & Online Presence for Export Services

---

This 5-day Train-the-Trainer programme equips consultants and business support organisations with practical skills in digital marketing, online positioning, and service development for export-oriented SMEs.

### **Day 1 – Foundations & Export Context**

- Role of digital marketing in export promotion
- Understanding international buyers and target groups
- Positioning export-oriented SMEs online
- Introduction to service mindset

### **Day 2 – Digital Presence & Core Assets**

- Structuring effective company profiles and websites
- Developing high-impact marketing materials
- Content strategy for export markets
- Review of real company cases

### **Day 3 – Social Media & Outreach**

- LinkedIn strategy for B2B export marketing
- Use of Facebook & Instagram for visibility
- Buyer outreach and lead generation
- Hands-on content creation

### **Day 4 – AI Tools & Content Creation**

- Using AI for marketing texts, visuals, and videos
- Content workflows from idea to publication
- Efficiency gains for consultants and SMEs

### **Day 5 – Service Development & Training Skills**

- Designing a commercial service offer
- Pricing and client acquisition
- Train-the-Trainer methodologies
- Finalisation of individual service offers

The programme combines hands-on exercises, peer feedback, real case applications and individual coaching sessions.