



The Leicestershire Rural Business Web Training Programme



Introduction

If you own or manage a business in a rural location your customer base will often be limited to a relatively small geographic area. In the past, advertising methods to reach wider target markets have been notoriously expensive and prohibitive for many small businesses.

Now the World Wide Web provides an affordable and uncomplicated channel for rural businesses to reach potential customers in any part of the world.

A website has two specific functions;

1. It can be used to promote your business to a much wider target audience than you would be otherwise able to reach
2. It can be used as an online shop to help you sell your products and services

INSPIRE Leicestershire (Investment Support in the Rural Economy) understands how important the Internet is to the profitability of rural businesses. INSPIRE has developed this FREE training programme to help rural businesses in Leicestershire develop or improve their business websites and use social media websites to make important business contacts.

The **Rural Business Web Training Programme** comprises three compact courses. Each course will be delivered in plain English and will help total beginners as well as people who already have some subject knowledge.

The **Rural Business Web Training Programme** will be delivered twice, once in Market Harborough and once in Loughborough. Businesses are able to attend all three courses in the programme, in either location, or simply attend those that most interest them.

Course 1: Building, Designing and Maintaining a Website

Thursday 6 October – 6.00pm - 8.30pm
Lutterworth Town Council Offices
Coventry Road, Lutterworth,
Leicestershire, LE17 4SH

Wednesday 26 October – 6.00pm - 8.30pm
The Meeting Centre
Marchant Road, Hinckley,
Leicestershire, LE10 0LQ

Tuesday 15 November – 6.00pm - 8.30pm
The Royal Hotel
Station Road, Ashby de la Zouch,
Leicestershire, LE65 2GP

Tuesday 24 January – 6.00pm - 8.30pm
Scaford Hall Management Training Centre & Hotel
Scaford Road, Melton Mowbray,
Leicestershire, LE14 4UB

As an owner or manager of a rural business you possibly understand the importance of having a website yet you may be confused by the options available. This course will help you to answer the following questions:

- What kind of website will best suit your business needs?
- Should you write your own website or pay somebody to write it for you?
- How much does a website cost?
- How do you design the layout and look of your website?
- How do you maintain your website?
- Is your current website good enough?

This course will be delivered in plain English and all necessary jargon will be translated.

Course 2: Using a Website to Promote and Sell your Products and Services

Thursday 13 October – 6.00pm - 8.30pm
Lutterworth Town Council Offices
Coventry Road, Lutterworth,
Leicestershire, LE17 4SH

Wednesday 2 November – 6.00pm - 8.30pm
The Meeting Centre
Marchant Road, Hinckley,
Leicestershire, LE10 0LQ

Tuesday 22 November – 6.00pm - 8.30pm
The Royal Hotel
Station Road, Ashby de la Zouch,
Leicestershire, LE65 2GP

Tuesday 31 January – 6.00pm - 8.30pm
Scalford Hall Management Training Centre & Hotel
Scalford Road, Melton Mowbray,
Leicestershire, LE14 4UB

Course 3: Using Social Media to Build Business

Thursday 20 October – 6.00pm - 8.30pm
Lutterworth Town Council Offices
Coventry Road, Lutterworth,
Leicestershire, LE17 4SH

Wednesday 9 November – 6.00pm - 8.30pm
The Meeting Centre
Marchant Road, Hinckley,
Leicestershire, LE10 0LQ

Tuesday 29 November – 6.00pm - 8.30pm
The Royal Hotel
Station Road, Ashby de la Zouch,
Leicestershire, LE65 2GP

Tuesday 7 February – 6.00pm - 8.30pm
Scalford Hall Management Training Centre & Hotel
Scalford Road, Melton Mowbray,
Leicestershire, LE14 4UB

The following statistics show how the internet has changed the face of shopping:

- In 2009 online shopping made up 10% of retail sales in the UK
- Two-thirds of the UK population have researched products and services online within the last 3 months

Don't get left behind!

This course will introduce you to the capabilities and limitations of websites, both for business promotion and for the sale of your goods and services. It will help you to answer the following questions:

- What function do you want your website to perform?
- How do you trade online?
- How do you direct customers to your website?

Facebook, Twitter and other similar products are 'social media websites'. These websites enable people to communicate with one another from their own home or office.

As well as connecting people with their friends they also provide an important business function. Businesses are now using social media websites to connect with customers and generate traffic to their business websites.

This course will explain the benefits and steps required to use Facebook, Twitter and LinkedIn. It will describe how and when to use social networks to engage with customers, build a brand and increase sales.

The course will also explain how to use blogs to make an impact and raise a business's profile.

Course Booking

You are able to book a Rural Business Web Training course in the following ways:

Telephone Sally Williams on
07889 173101

Text: your name, telephone number and the course that you wish to attend to

07889 173101

E-mail: your name, telephone number and the course that you wish to attend to
sally@retailrevival.org.uk

All courses are free and will include tea, coffee, biscuits and all course materials – just bring yourself!

INSPIRE Leicestershire (Investment Support in the Rural Economy) is a comprehensive programme to support Leicestershire's rural economy. It is funded by the East Midlands Development Agency (emda) and Leicestershire County Council and delivered in part by the County Council's Better Places Team.

INSPIRE aims to support farmers and other land-based businesses, equestrian businesses, landowners, business partnerships, retailers, small accommodation providers and tourist attractions in rural Leicestershire and its market towns. INSPIRE will help contribute to the development and diversification of existing and new rural businesses, support and encourage entrepreneurial activity along with supporting increased business efficiency and profitability.



The Leicestershire Rural Business Web Training Programme is delivered by Retail Revival Ltd www.retailrevival.org.uk • 07889 173101