



PARTNER KIT

Digital Marketing Bootcamp

Provided by nine10 Incorporated

v1.5 Updated: May 10, 2021

PROGRAM OVERVIEW

WHAT IS IT?

The **Digital Marketing Bootcamp** is a 12-week Professional Skills Development Training Program offered by Alberta-based company nine10 Incorporated. This program is aimed at small businesses who wish to train their in-house marketing teams to more effectively utilize branding, websites, SEO and social media to promote their business.

WHERE IS THE TRAINING DELIVERED?

The program is delivered **online**, so businesses from all areas can participate and attend. The program utilizes **Zoom** for live group coaching calls, a **web-based learning portal** for instructional content, and a **private Facebook group** learning community that participants can network and learn from each other and the program instructors in.

WHEN IS THE TRAINING DELIVERED?

The program is open for **rolling enrollment**, meaning that **businesses can register anytime** to start their 12-week course, maximizing flexibility for busy owners and staff members.

HOW LONG IS THE COURSE?

Participants will receive access to the program, private peer group, and coaching calls for **12 weeks**. It is expected that they will work through their assignments and complete them in that time.

WHO IS THE TRAINING FOR?

This program is aimed at **small businesses** who wish to train their staff to more effectively utilize branding, websites, SEO and social media to promote their business.

WHY IS THE TRAINING NEEDED?

With so many platforms and options available to businesses, **online marketing can be confusing and difficult to navigate**. It can also cost a lot to hire an agency to execute day-to-day marketing tasks. But we believe that with a basic framework of knowledge, plus some tools and practice, any business can learn how to navigate the basics of search, social, and web marketing to **be more independent, save money, and increase their competitive advantage**. While they will still need professionals to help them with more advanced things, the simple daily things – and even moderately complex things – can be taught.

HOW MUCH DOES THE TRAINING PROGRAM COST?

The retail price of the 12-week training program is **\$6,500 per business for the first seat**. A second seat can be added for \$1,500. **Chamber members belonging to Chambers participating in this program can access exclusive Chamber pricing.**

CHAMBER PARTNER PROGRAM

\$1,750 DISCOUNT FOR CHAMBER MEMBERS

In partnership with the Alberta Chambers of Commerce and the Grande Prairie & District Chamber of Commerce, nine10 is offering the Digital Marketing Bootcamp to qualifying Alberta Community Chamber member businesses at a significant discount of **\$1,750 off the full price of the program** (per business.) In order to qualify, the member business' Chamber must be registered as a partner into the program, and the business must be a member in good standing with their respective Alberta Community Chamber.

DISCOUNTED SEATS FOR YOUR CHAMBER STAFF

In addition to the discount offered to its members, participating Alberta Community Chambers will receive **discounted seats for (2) of their staff members at a rate of \$1,500 per seat (over 75% off the cost of the first seat.)** Should your Chamber also qualify for the Canada-Alberta Job Grant, 66% of this remaining cost could be covered. Limit of 2 seats per Alberta Community Chamber for one 12 week course for each seat. Participants receiving the discount must be regular employees of the Alberta Community Chamber and must be enrolling on behalf of their Chamber (e.g. participants can't enroll via the Chamber for their personal business and receive this discount.)

\$100 REFERRAL FEE FOR YOUR CHAMBER

Participating Alberta Community Chambers will receive a **referral fee of \$100 per registered business**. This will be paid to them by the Grande Prairie & District Chamber of Commerce (who was involved in the formation of the Chamber partnership program.) In order to qualify for the referral fee:

1. Your Chamber must be registered into the program and promoting it actively
2. The member business must be a member in good standing with your Chamber
3. The business must qualify for the entry criteria and be accepted into the program
4. The business must provide payment for the program in full

REQUIREMENTS FOR PARTNERSHIP

In order to participate in the program, each participating Alberta Community Chamber must:

1. Complete an **online registration process**
2. Agree to **promote the training program to their membership** via their regular communication channels (e.g newsletter, website, social media, etc.)
3. **Provide nine10 with a complimentary membership** with your Chamber for the duration of your participation in the program.

BENEFITS TO PARTICIPATING CHAMBERS

Participating in the program offers several benefits to Alberta Community Chambers like yours:

1. Offer a valuable **professional skills development training opportunity** to businesses
2. **Discounted seats for your staff** so you can enhance the marketing capabilities of your Chamber
3. Offer **added value to your membership** with exclusive pricing
4. **Networking opportunities** for businesses to interact and learn from each other
5. **Recruit new members** with an enticing offer
6. **Passive income for your Chamber** via the referral fee

GRANT FUNDING

IS THERE GRANT FUNDING AVAILABLE TO COVER THE REMAINING COSTS FOR BUSINESSES?

Yes. This training program has met the criteria for funding under the **Canada-Alberta Job Grant**, which may cover between **66% to 100% of the remaining cost** with a limit of up to \$10,000 per employee per year. Please note, however, that **we cannot guarantee that any particular business will qualify or receive funding under this grant**. If discussing or promoting the available funding, you must use non-committal language, such as “Your business may qualify for additional funding.”

IS THERE GRANT FUNDING AVAILABLE TO COVER SOME OF THE COSTS FOR OUR CHAMBER STAFF?

Yes. Your Chamber employees may also qualify for the **Canada-Alberta Job Grant**, which may cover between **66% to 100% of your discounted training costs**, making it very affordable for your Chamber employees to participate. Please note, however, that **we cannot guarantee that your Chamber will qualify or receive funding under this grant**.

WILL NINE10 ASSIST BUSINESSES OR MY CHAMBER IN APPLYING FOR THIS FUNDING?

Yes. We can direct businesses (or your Chamber) to the correct application forms and provide them with guidance to streamline the application process as much as possible.

HOW QUICKLY CAN BUSINESSES GET FUNDING?

The timeline varies from business to business (and nine10 has no control over it), but some of our program participants have received confirmation of funding **in as little as a week after applying**.

PROGRAM INSTRUCTORS

CORE INSTRUCTORS



Ryan Blais
Partner | Business Development



Marissa Trarback
Social Media Coordinator



Cris Seppola
Partner | Strategy

GUEST INSTRUCTORS

From time to time we also bring in other businesses and specialists to present on various topics throughout the course and expand our student's perspectives and know-how. This is included as a value-add to our members at no extra cost.

CONTACT INFORMATION

Email: training@nine10.ca

Phone: 780-539-1755

MEDIA KIT OVERVIEW

As a participating Chamber Channel Partner, you will be promoting the program to your membership via your regular communication channels, such as your newsletter, website, and social media channels. To help you with this, we have provided a media kit with ready-to-go promotional content you can use.

CAPTIONS

On the following page you will find captions to use in your newsletter and social media posts. Whenever possible, we recommend using the caption in addition to one of the graphics provided.

GRAPHICS

In addition to wording, you will find 3 graphics you can use to promote the program. These graphics are sized ready-to-go for social platforms (Facebook, Instagram, etc.), and can also be used in your newsletter or website. You'll find them in the folders of the media kit package where you found this document.

UNIQUE SIGNUP LINK

Upon registration into the program, you will receive a special signup link for your members. **It is very important that you use this link when promoting the program, and only this link!** This link helps us track which Chamber referred the business. You will need to use it in order to receive your referral fee and for the business to receive the Chamber discount.

SOCIAL MEDIA CAPTIONS

Below are various captions that can be used on social media platforms (Facebook & Instagram). You will be given a unique link to add in the area at the end of each caption.

OPTION 1

Equip your business with knowledge and practical training in digital content strategy, web design tools, social media, and search engine optimization. Apply now to this 12-week Digital Marketing Bootcamp and elevate your online presence today.

Learn more, including how Chamber Members can save \$1,750, right here >> **[[LINK GOES HERE]]**

OPTION 2

Learn how to curate and create content that catches your audience's attention! Join this 12-week Digital Marketing Bootcamp and learn about the four foundations of Digital Marketing--branding, websites, SEO, and social media. As a chamber member you can save \$1,750 on this immersive training experience.

You can find more information – as well as details on how to apply – right here >> **[[LINK GOES HERE]]**

OPTION 3

Apply online to the Digital Marketing Bootcamp. This course aims to help business owners and marketing managers to take control of their digital marketing strategy. In this program, you can expect to cover:

- Branding & Canva
- Websites, SEO, & SEM
- Facebook & Instagram
- Content Development & Creation
- Creating a Simple Social Media Campaign

Learn more about the program, including how Chamber Members can save \$1,750, right here >> **[[LINK GOES HERE]]**

PROMOTIONAL GRAPHICS

Each graphic below is sized for certain applications. Please use as needed when promoting the program. If you are in need of a different size please contact nine10 and we can provide you with other options.

Do not export the graphic out of this document. A copy of each original graphic can be found inside the media kit folders.

The sizes and their applications are as follows:

- 1080 x 1080: Instagram post, Facebook post
- 1080 x 1920: Instagram or Facebook Story post
- 1200 x 628: Facebook post, website graphic, email newsletter



1080 x 1080 pixels



1080 x 1920 pixels



1200 x 628 pixels

EXAMPLES

SAMPLE NEWSLETTER ENTRY

Include one of the provided graphics in your newsletter (the tall Instagram Story 1080x1920 format works well here). **Make sure to link the graphic to the unique link you were provided upon signup.** This link takes your members to the registration page for the program and ensures you are credited for the referral (so you can receive your referral fee!)



The graphic is a vertical rectangular layout with a blue border. At the top, it features a blue background with the text 'CHAMBER NEWS' in large, bold, orange and white letters. Below this, there is a white section with black text: 'Thank you for supporting the Grande Prairie & District Chamber of Commerce! This WEEKLY email highlights information and updates from our Chamber, the Alberta and Canadian Chambers of Commerce, and our municipal, provincial, and federal government partners. Be sure to watch for our weekly Member Marketplace newsletter on Thursdays featuring sales, promotions, accomplishments, events, and general awareness of our membership. Email tom@gpchamber.com for info. Last week's issue [can be accessed here.](#)' Below the text is the Chamber of Commerce logo, which consists of a stylized 'C' made of green and orange shapes, followed by the text 'Chamber of Commerce' and 'GRANDE PRAIRIE & DISTRICT' in a smaller font. Underneath the logo is the tagline 'Connecting Business. Creating Opportunity.' in green. The bottom section of the graphic has a dark background and features a photo of a man in a suit talking on a phone. To the left of the photo, it says 'APPLICATIONS ARE OPEN!' in a small blue box, followed by 'DIGITAL MARKETING BOOTCAMP' in large white letters, and '12 WEEK PROGRAM ONLINE DELIVERY' in smaller white letters. Below that, it says 'Chamber Members Save \$1,750' in a white script font, with a small note below: 'Grant Subsidies May Be Available Under the Alberta Job Grant.' To the right of the photo, it says 'Book a Discovery Call with Ryan to learn more about the program!' in white. At the bottom of this section, there is a red button that says 'APPLY NOW!' in white. At the very bottom of the graphic, there are logos for 'nine10', 'ACC Alberta Chamber of Commerce', and 'Chamber of Commerce Grande Prairie & District', along with the phone number '780-539-1755'.

Graphic links to unique registration page (provided to you during the signup process)

SAMPLE FACEBOOK POST

Include one of the provided captions for the text and use the Facebook-sized image (1200 x 628).

Make sure to replace the [\[\[LINK GOES HERE\]\]](#) text with the unique link you were provided upon signup.

This link takes your members to the registration page for the program and ensures you are credited for the referral (so you can receive your referral fee!)



Your Chamber of Commerce Yesterday at 9:45am · 🌐

Equip your business with knowledge and practical training in digital content strategy, web design tools, social media, and search engine optimization. Apply now to this 12-week Digital Marketing Bootcamp and elevate your online presence today.

Learn more, including how Chamber Members can save \$1,750, right here >> [\[\[LINK GOES HERE\]\]](#)

APPLICATIONS ARE OPEN!

DIGITAL MARKETING BOOTCAMP

12 WEEK PROGRAM
ONLINE DELIVERY

Chamber Members Save \$1,750

Grant Subsidies May Be Available Under the Alberta Job Grant

nine10 ACC Alberta Chamber of Commerce Grande Prairie & District Chamber of Commerce

Book a Discovery Call with Ryan to learn more about the program!

APPLY NOW!

780-539-1755

👍❤️😬 32 4 Comments 14 Shares

👍 Like 💬 Comment ➦ Share

View more 4 Comments

🌐 Write a comment... 🗣️ 📷 🗨️ 🎭

SAMPLE INSTAGRAM POST

Include one of the provided captions for the text and use the Instagram-sized image (1080x1080 square).

Make sure to replace the [Insert unique link] text with the unique link you were provided upon signup.

This link takes your members to the registration page for the program and ensures you are credited for the referral (so you can receive your referral fee!)



The image shows a sample Instagram post from the 'Your Chamber of Commerce - Alberta' profile. The post features a promotional graphic for a 'DIGITAL MARKETING BOOTCAMP'. The graphic is split into two main sections: a dark background on the left with white and yellow text, and a photo of a man on the right. The text on the left includes 'APPLICATIONS ARE OPEN!', 'DIGITAL MARKETING BOOTCAMP', '12 WEEK PROGRAM ONLINE DELIVERY', 'Chamber Members Save \$1,750', and a small note about grant subsidies. The right section features a photo of a man on a phone, the text 'Book a Discovery Call with Ryan to learn more about the program!', an 'APPLY NOW!' button, and the phone number '780-539-1755'. At the bottom of the graphic are logos for 'nine10', 'ACC Alberta Chamber of Commerce', and 'Chamber of Commerce Grande Prairie & District'. Below the graphic are Instagram interaction icons (heart, comment, share, bookmark) and a caption: 'Liked by teacompany and 115 others', 'Your Chamber of Commerce Equip your business with knowledge and practical training in digital content strategy, web design tools, social media, and search engine optimization. Apply now to this 12-week Digital Marketing Bootcamp and elevate your online presence today. Learn more, including how Chamber Members can save \$1,750, right here >> [[LINK GOES HERE]] #training #marketing ... more', 'View all 20 comments', and '3 HOURS'.