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# Training course

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| **Title** | Digital entrepreneurship: how to take advantage of all the opportunities in your environment | |
| **Area** | |  |  | | --- | --- | | Technical and 3D drawing |  | | Business management and entrepreneurship | X | | Social Media Management |  | | Self-awareness and self-efficacy & Critical Thinking and growth mindset |  | | |
| **Keywords (meta tag)** | entrepreneurship, digital, e-commerce, marketing, website | |
| **Provided by** | Internet Web Solutions | |
| **Language** | English | |
| **Description** | In recent years, the digital environment has become particularly relevant in all areas of people’s daily lives. This has led to the emergence of new business opportunities related to digital entrepreneurship that need to be seized. | |
| **Contents arranged in 3 levels** | | |
| **Module: Digital entrepreneurship: how to take advantage of all the opportunities in your environment**  **Unit 1: What is digital entrepreneurship?**  **Section 1.1: Definition.**  In simple terms, **digital entrepreneurship** is the creation of a business selling products or services over the Internet, without the need for a physical space to serve customers.  **Examples of digital businesses** include:   * **Online shop (e-commerce).** Selling products or services over the Internet is a must for any business nowadays. * **Online training (e-learning).** Digital training is booming thanks to the possibilities it offers, so if you are an expert in any field, you can provide quality training through this method. * **Thematic blogs**. For example, on personal care, video games, sport or nutrition. A blog that provides quality content and gains relevance can earn revenue through advertising. * **Influencer / Youtuber / Streamer**. Although the probability of being able to make a living from these professions is lower, it should not be forgotten that they are also digital entrepreneurs.   **Section 1.2: Advantages and opportunities.**  During the COVID-19 pandemic, you have surely seen how many companies around you have chosen to have a presence on the Internet, and how many others have disappeared because they have not made the transition to digital. We already know that the digital environment is the future for a large part of companies. And you, do you know what the advantages of digital entrepreneurship are?   * **New opportunities**. Consumer needs are changing, and nowadays many of them are related to the digital world, so you can find numerous business opportunities by selling your products or services over the Internet. * **Flexible work**. When you are an entrepreneur, you decide your own working hours. When it comes to digital entrepreneurship, you are not limited to being in the same space all the time, as you only need your digital devices to work from anywhere in the world. * **Low initial investment**. As you don’t need a physical space to carry out your work, the initial investment is greatly reduced, as you only need a computer and an Internet connection to get started. * **Greater visibility**. You will be able to reach anyone anywhere in the world, depending on the audience you want to target. Even if your visibility is small at the beginning, if you put your mind to it, you will be able to reach many more people than in non-digital entrepreneurship.   Although despite the advantages of digital entrepreneurship, you should not lose sight of your goals, as success is not guaranteed and there is a lot of competition, and you can quickly lose your way if you do not persevere and stay focused.  **Section 1.3: Steps to take for start a digital enterprise.**   1. **Study your possibilities and what you can offer**. What are you good at? What would you like to offer your clients? How would you like to work? From this you should come up with a business idea. 2. **Analyse your environment, the market and potential competitors**. To analyse the feasibility of your idea, you can carry out different types of analysis, such as a SWOT analysis (Strengths, Weaknesses, Opportunities and Threats). In addition, you should do some research on who your competitors might be. 3. **Develop a customer profile**. What segment of the population do you want to target? You can think about age, occupation, location… 4. **Create your corporate image**. Once you have defined everything you need, it is time to create a good name and an attractive logo. Define the logo according to a colour palette and a typography that fits. 5. **Create a website**. There are many free tools that allow you to create a website in a simple way, and there are also companies that are dedicated to it. 6. **Choose the right social networks for your business**. Think about your audience - do you think that if your potential customers are young, they will be more on Facebook or Instagram? Visit the "Social Media Management" module to learn more about this. 7. **Develop and follow a digital marketing plan**. In this module you will be able to do a practice task!   **Unit 2: How to be on the Internet.**  **Section 2.1: Logo**  To be on the Internet, the first thing you will need is a logo that identifies your company and differentiates it from the rest. The characteristics it should have are:   * It should be **simple**, but **attractive**. * It must be **original** and represent the essence of the business. * It should be **scalable**, i.e. it should be usable in different sizes, and be adaptable to different formats. * It should be **long-lasting**, not based on fads. * The text must be **legible** and **free of spelling mistakes**.   Although it is not easy to create a good logo, you can also help yourself with tools such as the following ones, which will allow you to get inspired and focus on how you want your logo to look like:   * **Canva**. Hundreds of free templates and resources. <https://www.canva.com/> * **Logomaker**. This website creates a logo automatically by entering the sector, name and typography. <https://www.logomaker.com/> * **Looka**. Allows the logo to be created automatically with the name of the company and its activity. <https://looka.com/logo-maker/>   **Section 2.2: Website**  A website is essential for customers to find you on the Internet. It will include your logo and all the elements that represent your brand, as well as the products and/or services you offer and relevant information for your (potential) customers. A website is made up of several web pages.  A website is made up of several elements:   * A registered domain (URL). * A server that hosts the files. * A content management system.   Therefore, the first thing you will need to do is to register the domain, which will usually end in **.com**, although there are other categories such as **.edu** or **.org**. An example of a domain is **projectspecial.eu**.  The place where your website will be located is the server; let's say that this is where your website will live. This type of service is called "**hosting**", and it can be **shared** (your website will be hosted with other websites), **dedicated** (a server just for you) or in the **cloud** (the server is not in a physical location).  To create the website, there are two ways: **hire the professional services** of a programming company, or create it with a tool on the Internet. This type of tool will allow you to manage the contents, such as **WordPress** (<https://wordpress.com>) o **Joomla** (<https://www.joomla.org>).  One last tip! It is best to start your website with **https**, as it indicates that your website has a secure Internet protocol, and protects the integrity and confidentiality of all visitors to your website. To do this, your web server must have an **SSL certificate** installed. For example, you can see that Special's website is: <https://projectspecial.eu>.  **Section 2.3: Social media**  It is not mandatory for your company to have social media, but it is quite important if you have a digital business. A company profile on social networks will allow you to create an **online community**, connect with your customers in a closer way, as well as advertise your products and/or services.  But you don't have to be present on all the social networks that are currently in use, but only on **those that have users that are similar to the profile of your customers**. Also, if you create a profile on a social network, ideally you should put it to **good use and be active**, because if you don't post anything for months, your potential customers will not have a good reference about your business.  If you want to know more about how to use social media, visit SPECIAL's training "Social Media Management” 😉.  **Unit 3: Digital Marketing.**  **Section 3.1: What is digital marketing?**  Marketing encompasses a set of techniques and strategies that aim to **improve the commercialisation of a product or service** and satisfy the needs of a target market.  When we talk about digital marketing, we refer to the application of all those marketing techniques and strategies carried out in digital media, characterised by the irruption of social networks, immediacy, and new tools.  Digital marketing has evolved along with the Internet:  **Web 1.0 – Static web**  Advertising moved from traditional media such as television and radio to the first websites. There was no communication with users and the company was the only one able to control what was published.  **Web 2.0 – Social web**  With the arrival of social media and new technologies, a massive and instantaneous exchange of information begins. The Internet becomes a means to create an online community and get feedback from users. Today we are still at this point of development, while **web 3.0 (semantic web)** is already beginning to develop, which will mean that digital marketing will also continue to evolve.  **Section 3.2: Digital marketing techniques**  **SEO (Search Engine Optimization)**  It is about optimising search engines so that your company appears on the first pages of search engines, such as Google, improving the visibility of the website.  **SEM (Search Engine Marketing)**  This technique refers to paid advertisements that appear on search engines for certain keyword searches. It is carried out through services such as Google Ads. The main difference between SEO and SEM is that in SEM you pay to appear on the first pages, while with SEO you improve your organic positioning through more complex techniques related to keywords.  **Content marketing**  This technique or strategy is about creating content to attract potential customers, through blogs, videos, infographics, etc.  **Social media marketing**  It is about using social media to attract the target audience. Paid advertisements can also be used.  **Email marketing**  Through a database of emails, communications are sent to customers and target audiences. There are tools for this, such as Mailchimp (<https://mailchimp.com/>). | | |
| **5 glossary entries** | | |
| **Blog.** It is a type of website where content is published periodically in the form of posts or articles, and which usually has a specific theme (fashion blogs, food, sport, travel, IT, etc.). It can be of a personal nature, or used as a digital tool for companies.  **SSL certificate.** An SSL (Secure Sockets Layer) certificate is a security protocol that allows the transfer of data between a browser and a web server to take place in a secure and encrypted manner.  **E-commerce.** E-commerce is the buying and selling of products or services over the Internet, through e-commerce platforms, social media and other websites.  **HTTPS.** The HTTPS protocol (HyperText Transfer Protocol Secure) enables secure connection and data transfer between the server and the browser.  **Website.** A website is composed of all the web pages of the same domain stored on a server. Colloquially, the terms website and web page are used interchangeably, although they are not exactly the same. | | |
| **Bibliography and further references** | | |
| Hotmart (2022). Digital Entrepreneurship: all you need to know to start an online business in 2022. Hotmart. <https://hotmart.com/en/blog/digital-entrepreneurship>  Sánchez, J. (2020). 5 ejemplos de posibles negocios digitales en tiempos de Covid-19. Pymes y Autónomos. <https://www.pymesyautonomos.com/marketing-y-comercial/5-ejemplos-posibles-negocios-digitales-tiempos-covid-19>  MBA Madrid (2019). En qué consiste el emprendimiento digital. Cámara de Comercio de Madrid. <https://www.mba-madrid.com/empresas/emprendimiento-digital/>  Mundo Bloggr. Ventajas y desventajas del emprendimiento digital. Mundo Bloggr. <https://mundobloggr.com/emprendimiento-digital/ventajas-y-desventajas-del-emprendimiento-digital/>  Calabuig, J. (2020). Los 10 primeros pasos para emprender un negocio digital con éxito. Quiero Tener Un Blog. <https://quierotenerunblog.com/cuales-son-los-primeros-pasos-para-emprender-un-negocio-digital/>  Ortiz, A. (2022). ¿Qué es el marketing digital o marketing online? Estrategias y herramientas. InboundCycle. <https://www.inboundcycle.com/blog-de-inbound-marketing/que-es-el-marketing-digital-o-marketing-online>  Llasera, J. P. (2020). 7 características para diseñar un buen logo hoy en día. Imborrable. <https://imborrable.com/blog/7-caracteristicas-para-disenar-un-buen-logo-hoy/>  De Souza, I. (2021). Cómo crear un sitio web: echa un vistazo al paso a paso para hacer el tuyo desde cero. Rock Content. <https://rockcontent.com/es/blog/como-crear-un-sitio-web/> | | |
| **Five multiple-choice self-assessment questions** | | |
| **Question 1. What are the characteristics of digital entrepreneurship compared to traditional entrepreneurship?**  Option a: Work is more flexible.  Option b: Initial investment is lower.  Option c: There are more opportunities.  Option d: All are correct.  **Correct option: d**  **Question 2. What should a logo look like?**  Option a: It must be trendy.  Option b: It should not be scalable.  Option c: It must be legible and free of spelling mistakes.  Option d: All are correct.  **Correct option: c**  **Question 3. What is NOT an element of websites?**  Option a: Domain.  Option b: Marketing.  Option c: Hosting.  Option d: All are elements of websites.  **Correct option: b**  **Question 4. What characterises Web 2.0?**  Option a: Interaction.  Option b: Static information.  Option c: 3D design.  Option d: All are correct.  **Correct option: a**  **Question 5. What is SEM?**  Option a: Search engine optimisation.  Option b: Paid search engine advertisements.  Option c: The creation of digital content.  Option d: All are correct.  **Correct option: b** | | |
| **Related material** | |  |
| **Reference link** | |  |
| **Video in YouTube format (if any)** | |  |

# Quest 1

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| **Quest title** | Before starting: SWOT Analysis | |
| 1. **Introduction: What’s this all about?** | | |
| **Introduction image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1BCIMhbneCx28A_r0hwZbKWh2EJqcII0s/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Introduction text** | | |
| When you start an entrepreneurship, it is very important to know the state of your environment, the opportunities available and the threats that constitute potential dangers, as well as your own characteristics, weaknesses and strengths.  There are different analyses that are carried out in the field of entrepreneurship: PESTEL analysis (Political, Economic, Social, Technological, Environmental, Legal), SWOT analysis (Strengths, Weaknesses, Opportunities, Threats), Porter's 5 Forces competitive analysis, Canvas model...  On this occasion, we will focus on the SWOT analysis, one of the most complete and best known for its simplicity and usefulness. | | |
| 1. **Task: What’s the activity?** | | |
| **Activity image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1iVSq8xun1d56KlMTPLGSJM1Nx8yR-e6f/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Activity text** | | |
| On this occasion, you will have to elaborate a **SWOT (Strengths, Weaknesses, Opportunities, Threats and Opportunities) analysis** applied to a business idea.  You should take into consideration that the analysis is divided into an internal part (Strengths and Weaknesses) and an external part (Opportunities and Threats), so you will only have control over the internal variables. | | |
| 1. **Process: What am I going to do?** | | |
| For this task, you can use the template provided in the resources section, or do it in your own document/on paper. We advise you to use the 2x2 matrix form of the SWOT analysis so that you can see the results clearly on one sheet of paper.  Start thinking about your characteristics and those of your environment, and take note of all of them. Now, start classifying them into weaknesses, threats, strengths and opportunities.  Examples of your **strengths** could be: high level of knowledge of the business field; good production capacity; experience with promotion and distribution channels; financial background for the initial investment...  On **weaknesses**, some examples are: low initial budget; few tools available; little experience with digital media....  For **opportunities**: growing market; accessible suppliers; raw materials at low prices; low competition in the sector; possibility to create a large online community for product visibility...  And for the **threats**: high competition in the sector; barriers to entry; potential customers with a low IT-savvy profile; complicated legislation...  Now it's your turn! | | |
| 1. **Learning outcomes: What will I learn?** | | |
| **Competence**  **(LifeComp)** | | * P2 Flexibility: ability to manage transitions and uncertainty, and to face challenges. * L2 Critical thinking: assessment of information and arguments to support reasoned conclusions and develop innovative solutions. |
| **Competence**  **(EntreComp)** | | * 1.4 Valuing ideas: make the most of ideas and opportunities. * 2.1 Self-awareness and self-efficacy: believe in yourself and keep developing. * 3.3 Copying with uncertainty, ambiguity, and risk: make decisions dealing with uncertainty, ambiguity and risk. |
| **Competence**  **(DigiComp)** | | * 1.2 Evaluating data, information and digital content: to analyse, compare and critically evaluate the credibility and reliability of sources of data, information, and digital content. To analyse, interpret and critically evaluate the data, information, and digital content. |
| 1. **Conclusions: What will I take home?** | | |
| Did you find it difficult to perform a SWOT analysis? Sometimes you need to clear your mind and open your eyes to be aware of how your internal and external variables influence your actions and the viability of your ideas.  Now that you know how to conduct a SWOT analysis, remember that environments are dynamic and changing, so you can conduct an analysis periodically to remain aware of your environment.  You can also explore other types of analysis such as those mentioned in the introduction: PESTEL analysis, Porter's 5 Forces competitive analysis, and much more. | | |
| **6: Resources: What do I need?** | | |
| **Websites (URLs)** | | Conducting a SWOT analysis |
| <https://www.business.qld.gov.au/starting-business/planning/market-customer-research/swot-analysis/conducting> |
| SWOT Analysis: How to With Table and Example |
| <https://www.investopedia.com/terms/s/swot.asp> |
| SWOT analysis (strengths, weaknesses, opportunities and threats analysis) |
| <https://www.techtarget.com/searchcio/definition/SWOT-analysis-strengths-weaknesses-opportunities-and-threats-analysis> |
| **Videos (from YouTube)** | | SWOT Analysis – What is SWOT? Definition, Examples and How to Do a SWOT Analysis |
| <https://www.youtube.com/watch?v=JXXHqM6RzZQ> |
| Starbucks SWOT Analysis |
| <https://www.youtube.com/watch?v=mR9eICQJLXA> |
| **Documents** | | SWOT Analysis template |
| <https://docs.google.com/document/d/1t89ALDW6JrGAWycvcduShTIbE2xqRnyu/edit?usp=sharing&ouid=111065106440002579821&rtpof=true&sd=true> |

# Quest 2

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| **Quest title** | Designing a digital marketing plan | |
| 1. **Introduction: What’s this all about?** | | |
| **Introduction image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1ldh-VdYlJVpZxIt8kzChvxijv6Ah69n8/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Introduction text** | | |
| A marketing plan is a management tool that allows a company to develop a marketing strategy, while identifying market and environment opportunities, and defining objectives and goals, as well as the target audience.  When we talk about a digital marketing plan, this document should include those strategies and techniques applied to the digital environment, which will improve the marketing of our company's products and/or services. | | |
| 1. **Task: What’s the activity?** | | |
| **Activity image** | | |
| **Drive URL of the image** | | <https://drive.google.com/file/d/1y2Hv7GpsujzJWYWUnlmoaabLB9_8IAz5/view?usp=sharing> |
| **Image title (including copyright information)** | | Picture from Pixabay |
| **Do you have permission to use this image?** | | **YES** (Pixaybay License: free for commercial use, no attribution required) |
| **Activity text** | | |
| You will have to develop a document with a feasible **digital marketing plan** for your business, assuming that you are an entrepreneur who is going to improve the marketing of your products or services through digital marketing.  You can use the template provided in the resources section as a guide. | | |
| 1. **Process: What am I going to do?** | | |
| You will have to define the following sections:   1. Define your initial **objectives** and **indicators** of success. The objectives should meet the SMART criteria: Specific, Measurable, Achievable, Relevant, Time-bound. 2. Define your **audience** and target audience. 3. Conduct a **competitive** and **market** analysis. 4. Conduct a **SWOT analysis** (see previous quest!). 5. Define a **budget** for the digital marketing plan. 6. Define the digital marketing **channels** you will use. 7. Develop digital marketing **strategies** and **techniques** (go to the "Digital marketing techniques" section of this course!) 8. Measure the **results** and the **success** of your digital marketing plan. | | |
| 1. **Learning outcomes: What will I learn?** | | |
| **Competence**  **(LifeComp)** | | * P2 Flexibility: ability to manage transitions and uncertainty, and to face challenges. |
| **Competence**  **(EntreComp)** | | * 1.1 Spotting opportunities: use your imagination and abilities to identify opportunities for creating value. * 1.2 Creativity: develop creative and purposeful ideas. * 3.2 Planning and management: prioritise, organise and follow-up. |
| **Competence**  **(DigiComp)** | | * 1.3 Managing data, information, and digital content: to organise, store and retrieve data, information, and content in digital environments. To organise and process them in a structured environment. * 3.1 Developing digital content: to create and edit digital content in different formats, to express oneself through digital means. * 5.3 Creatively using digital technologies: to use digital tools and technologies to create knowledge and to innovate processes and products. To engage individually and collectively in cognitive processing to understand and resolve conceptual problems and problem situations in digital environments. |
| 1. **Conclusions: What will I take home?** | | |
| Creating a marketing plan is no easy task, so if you've made it this far: congratulations!  Good planning and management is crucial to the success of a digital entrepreneurship. By creating a digital marketing plan, you will have a document that will allow you to have a roadmap with the steps to follow to improve the marketing of your products or services in the selected digital channels.  Remember to explore the resources section to learn more! | | |
| **6: Resources: What do I need?** | | |
| **Websites (URLs)** | | Example of a Full Digital Marketing Plan and Budget |
| <https://www.ascendbusinessgrowth.com/blog/example-of-monthly-inbound-marketing-plan> |
| Create a Digital Marketing Plan: 9 Step Strategic Guide |
| <https://terakeet.com/blog/digital-marketing-plan/> |
| SMART Goals |
| <https://www.mindtools.com/pages/article/smart-goals.htm> |
| 9 Digital Marketing Techniques |
| <https://workspace.digital/9-popular-digital-marketing-techniques/> |
| How to conduct a competitive analysis |
| <https://www.bdc.ca/en/articles-tools/marketing-sales-export/marketing/how-evaluate-competition> |
| **Videos (from YouTube)** | | Digital Marketing Plan |
| <https://www.youtube.com/watch?v=_zOdZ65Gbr4> |
| Digital Marketing In 5 Minutes |
| <https://www.youtube.com/watch?v=bixR-KIJKYM> |
| **Documents** | | Digital marketing plan template |
| <https://docs.google.com/document/d/158NEj04NQdz1hBIkpjSNObDmgotIzWlM/edit?usp=sharing&ouid=111065106440002579821&rtpof=true&sd=true> |

# Educator tips

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| In this training, students will have to put themselves in the shoes of a digital entrepreneur, adapting their mindset so that they are able to perform the proposed tasks.  Therefore, there is a need for them to acquire a good level of knowledge about everything that surrounds the digital environment of a company, from how to create a website, to what digital marketing is and how to create and develop a marketing plan.  **Quest 1**: in this task, students' analytical skills will be strengthened, and it will be necessary to give examples of weaknesses, threats, strengths and opportunities that will allow them to detect variables for their analysis.  **Quest 2**: a template for a digital marketing plan is proposed in this task, but it is not mandatory to follow. A marketing plan may differ in certain steps or stages, depending on the characteristics and needs of each company. |