

## **FREE MARKETING TRAINING FOR SMALL BUSINESS OWNERS**

'Marketing Grit' is a Cape Town-based boutique marketing and digital agency that fuses 'solid' strategy, creativity, and experience to create a unique offering that makes a positive difference to brands that desire accelerated and sustainable success. Marketing Grit is offering a four part training course to local entrepreneurs that own or operate a small or medium sized existing business located in Ocean View and Masiphumelele. This opportunity, at no charge, is part of Marketing Grit's community based initiative to uplift local business owners through learning the basic fundamentals of commerce of marketing across three main modules i.e. Branding & Planning, Marketing & Social Media and Accounts.

The four "Saturday" session course takes place at the Ocean View Clubhouse, Ocean View Sportsfield, Milkyway commencing on Saturday, 28 August; followed by two sessions on 04 and 11 September, and the final session on Saturday, 02 October 2021. All sessions begin at 13h00 and run for one hour to 90 minutes. There are no registration fees, nor charges for the course. However, it is compulsory for delegates to attend all four sessions which are conducted in English. Upon completion of the course a certificate will be awarded.

Participation requisites include: delegates must have an existing business, a smartphone with data, basic computer literacy as well as a great attitude and willingness to learn. Free templates and marketing tools will be provided. Masks covering nose and mouth must be worn at all times. Owing to COVID-19 protocols seating is limited, so book today <https://bit.ly/3zPVOIv>. Applications close at 17h00 on Tuesday, 24 August 2021. Successful applications will be notified within 24 hours of applications closing. Enquiries: [noeleen@marketinggrit.co.za](mailto:noeleen@marketinggrit.co.za)

The course is developed and hosted by prominent SA marketing specialist, Noëleen Bruton (ex Tsogo Sun and Pam Golding Properties) and now the founder and co-owner of specialised Cape Town marketing agency 'Marketing Grit'. Noëleen Bruton's proven track record and extensive expertise in the corporate, tourism, retail and digital industries is highly recognised and she brings a wealth of knowledge and experience to the people of Ocean View, Masiphumelele and surrounding areas.

"After years of working in the corporate environment, I decided to start my own business; a specialist marketing consultancy offering strategic support, digital strategy and implementation. I believe that my extensive cross-industry experience enables me to create a unique offering for small to medium sized local companies to survive and indeed thrive in these challenging times," says Noëleen Bruton who adds; "I am currently working with several community leaders in Ocean View and Masiphumelele to share knowledge and experience by providing free business, marketing and digital training to entrepreneurs in these communities to assist local businesses to become more profitable and sustainable so they in turn can create jobs in areas where people face ongoing high levels of unemployment and social ills, often caused by the influences of addiction and crime. We are also discussing the possibly of upskilling members of the local community to provide some of the services that established and new businesses may require - such as logo development, photography, printing of flyers etc."

The course content is designed specifically for business owners who have a solid product or service offering but need help to take their business to the next level; ideally people who employ or intend to employ people either full time or on a free-lance basis. Training with Noëleen Bruton is the chance of a life-time to learn directly from one of this country's leading marketing experts, for the betterment of your businesses. If your business meets the criteria, then why not enrol today!

"I am blessed to have had an incredibly varied and extensive marketing career and although our business at Marketing Grit operates primarily within the corporate environment, I feel that participating small entrepreneurs would benefit by learning new skills and an understanding of the important role of marketing in their business," concludes Noëleen Bruton. ENDS