



## Concept Note

### Virtual training workshop on

### Needs Assessment and Market Research in Digital Marketing

May 18th, 2023

<b>Context</b>	In today's modern era, digital marketing has emerged as an indispensable component of business expansion. To excel and thrive, it is crucial to possess expertise in utilizing various tools and techniques for assessing market demands and analyzing competitors. Therefore, the objective of this training program is to aid small and medium-sized enterprises (SMEs) supported by the Islamic Centre for Development of Trade, along with individuals seeking targeted training, in enhancing their digital marketing abilities and reinforcing their online visibility.
<b>Objectives</b>	<ol style="list-style-type: none"> <li>1. To provide participants with a thorough understanding of the tools and techniques for analyzing market needs and studying the competition.</li> <li>2. To assist participants in identifying market opportunities and making wise decisions for the development of their business.</li> <li>3. To encourage the use of social media and advertising platforms to increase visibility and outreach for SMEs.</li> </ol>
<b>Participants</b>	The workshop is open to managers and employees of MSMEs involved in marketing, communication and promotion of their companies, managers of cooperatives and trade cooperation departments of Ministries in charge of trade.
<b>Expected Results</b>	<ul style="list-style-type: none"> <li>• Participants will be able to use Google Keyword Planner and Google Trends to identify market trends and growth opportunities.</li> <li>• Participants will be able to select the most appropriate location markets for their businesses.</li> <li>• Participants will be able to analyze competitiveness on social media using Facebook Ad Library, TikTok Creative Center and Bigspy.</li> <li>• MSMEs affiliated with the Islamic Centre for Trade Development will strengthen their online presence and increase their competitiveness in the market.</li> </ul>
<b>Languages</b>	English and French
<b>Organizers</b>	ICDT
<b>Trainers</b>	Professor. El Khalil EL MOUNTASSIR / Professor. Smail OUIDDAD / Other speaker- EKEM
<b>Responsible</b>	Mrs. Kadiatou Diallo - Head of the Training and Capacity Building Department - Email : <a href="mailto:k.diallo@icdt-oic.org">k.diallo@icdt-oic.org</a>
<b>Date and Hour</b>	18 May 2023, at 9h00 a.m. GMT
<b>Format</b>	<input checked="" type="checkbox"/> Virtual



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Total duration of the training is 3 hours (plus 1 hour of discussion)	
9h00 - 9h10 a.m.	<p>Welcoming speech by the representative of ICDT</p> <p>Presentation of the Trainer and the Program</p>
9h10 - 10h10 a.m.	<p><b>Session I. Needs Assessment</b></p> <ul style="list-style-type: none"> <li>● Introduction to digital marketing and market research <ul style="list-style-type: none"> <li>○ Importance of digital marketing for small businesses</li> <li>○ Key steps in need analysis and market research</li> </ul> </li> <li>● Google Trends and Google Keyword Planner <ul style="list-style-type: none"> <li>○ Analyzing market trends with Google Trends</li> </ul> </li> <li>● Using Google Keyword Planner to identify relevant keywords.</li> </ul> <p><b>Questions and Answers</b></p>
10h10 - 10h15 a.m.	<b>Break</b>
10h15 - 11h15 a.m.	<p><b>Session II. Selection of the location markets</b></p> <ul style="list-style-type: none"> <li>● Identification of key factors for market selection</li> <li>● Assessment of opportunities and risks</li> <li>● Selection of markets based on business objectives.</li> </ul> <p>Questions/ Answers</p>
11h15 - 11h20 a.m.	<b>Break</b>
11h20 - 12h00 a.m.	<p><b>Session III. Analysis of competition on social media</b></p> <ul style="list-style-type: none"> <li>● Introduction to Facebook Ad Library, TikTok Creative Center and Bigspy</li> <li>● Analysis of competitors' advertising strategy</li> <li>● Identification of opportunities to stand out and improve online presence.</li> </ul> <p><b>Questions and Answers</b></p>
12h00 - 12h50 p.m.	<b>Discussion - Addressing beneficiaries' cases</b>
12h50 - 1h00 p.m.	Closing Remarks

