The Marketing Crowd

COURSE BROCHURE

AI & Digital Marketing Courses

For Local Enterprise Offices In Early 2027



Practical training for small businesses

Improvements and support for 2027

We are always improving the courses we deliver for Local Enterprise Offices.

1 Courses completely updated for 2027

We have completely updated our courses for 2027 to reflect the latest changes in AI and digital marketing.

For most courses, this includes a revised structure as well as updated content. If someone has attended a course previously, the 2027 version will be very different, giving them plenty of new learning to apply to their business.

We are also introducing nine new courses in January 2027, with further new courses planned for March and April.

2 Extra support to help you fill your courses

If you would like help generating bookings, we can promote your courses at no extra charge through The Marketing Crowd's social media and email channels and run some ads.

Instagram	Facebook	Email	Ads
3,500 followers	**5,000** followers	**2,000** subscribers	**Local** county targeting

Our email list has been particularly effective at generating sign-ups for LEO courses.

We have also recently run Facebook and Instagram ads aimed at business owners within the relevant LEO's county. These campaigns have helped sell out some recent courses, with an advertising spend of around €30 per course, covered by us at no extra charge to the LEO.

3 More visible LEO branding throughout the training

We have recently added the LEO logo to the top corner of our live Zoom training, alongside the LEO branding already featured in the background.

This additional branding will feature across **all our training courses in 2027**, keeping your Local Enterprise Office clearly visible throughout each session.



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How to use ChatGPT as your web designer

NEW COURSE

SINGLE COURSE | One 3-hour session | Live online via Zoom

Create and update websites by telling ChatGPT Work what you would like

Learn how to brief ChatGPT to create a brochure website, turn a proposal into an interactive site, and help maintain an existing website through suitable plugins. Supply your logo, photographs and business details, then describe the changes you want.

PRACTICAL OUTCOME

Plan a useful website and learn how to build, refine and check it with ChatGPT.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Prepare your website brief

Gather your brand kit, photos and business details; research customer needs.

02 Plan and build your site

Plan pages around searches, compare designs and refine the site in stages.

03 Publish and test

Connect your domain, check SEO and test the complete enquiry process.

04 Interactive proposals

Turn business information, PDFs or presentations into easy-to-browse sites.

05 Update your existing site

Explore WordPress, Shopify and Wix plugins and their capabilities.

06 Review and maintain

Make content changes, create pages and blogs, keep backups and check results.

Master AI for Marketing and Grow Your Sales in 2027

UPDATED FOR 2027

5-PART COURSE | Five 3-hour sessions | Live online via Zoom

A popular five-part AI programme

This comprehensive course sells out quickly for most LEOs we deliver it for. It covers ChatGPT, Gemini, Claude, Meta AI, Midjourney and more. We update it every week so you can learn about the latest AI tools and how to use them in your business.

PRACTICAL OUTCOME

Create marketing content with AI and decide what to put into practice over the next 90 days.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 WEEK 1

Chat: advice and research

Use prompts, Deep Research and Projects for tailored business advice.

02 WEEK 2

Written content and images

Create on-brand copy and images, with privacy and responsible use in mind.

03 WEEK 3

Videos and websites

Explore AI tools for videos, presentations and website creation.

04 WEEK 4

Tasks, agents and Skills

Use ChatGPT Work and Claude CoWork to complete marketing tasks.

05 WEEK 5

SEO and AI search

Improve Google visibility and understand AI search recommendations.

We have delivered this course for the following LEOS

LEO South Cork | LEO Cork North & West | LEO Clare | LEO Kerry | LEO Longford | LEO Westmeath | LEO Limerick

How to use ChatGPT to do marketing tasks for your business

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Let AI do the marketing tasks

Learn how to brief ChatGPT to complete substantial marketing tasks, from creating a campaign to reviewing competitors and producing branded deliverables. Explore reusable Skills, connected apps and scheduled tasks.

PRACTICAL OUTCOME

Identify suitable tasks and learn how to brief, review and refine the work.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Chat, Create and Tasks
Choose when to use ChatGPT Work and how to brief it effectively.

02 Complete campaigns
Create posts, Stories, advertising graphics and email content.

03 Useful business tasks
Explore competitor research, SEO reviews and marketing calendars.

04 Brand and Writing Skills
Create reusable instructions for consistent wording and visuals.

05 Plugins and files
Explore connected apps, the desktop app and working with documents.

06 Repeatable tasks
Identify work to schedule and outputs to review before use.

We have delivered this course for the following LEOS

LEO South Cork | LEO Cork North & West | LEO Kerry | LEO Limerick

How to use AI to transform your social media marketing

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Personalise AI for your business

Use AI to develop a social media strategy tailored to your business, generate ideas and content, create images and videos, and explore getting AI to produce a complete campaign.

PRACTICAL OUTCOME

Develop personalised advice, content ideas and practical AI workflows for social media.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Get advice for your business

Show AI what you sell and who buys it. Research competitors and get ideas tailored to your business.

02 Plan posts people want to see

Get ideas for posts and Reels that answer customer questions and show why they should buy from you.

03 Find out what to do more of

Use AI to make sense of your Insights and get feedback on the opening, pacing and message of a video.

04 Create captions and graphics

Write captions that sound like you and turn a product photo into an image for a post or Story.

05 Turn product photos into videos

Create a short video from photos you already have and use it to showcase a product or offer.

06 Build a campaign from a product page

Use ChatGPT Work to create posts, ad copy and an email for the same product or promotion.

We have delivered this course for the following LEOS

LEO Cork North & West | LEO South Cork | LEO Kerry

Digital Marketing for Start-ups

NEW COURSE

An ideal starting point before taking the six-week Digital Marketing Programme or the Social Media Marketing Bootcamp.

3-PART COURSE | Three 3-hour sessions | Live online via Zoom

Get your business ready to launch online

Work out what to focus on first. Learn how to use Canva and AI to get your brand ready, decide what kind of website you need and choose the social media channels that suit your business.

WHO SHOULD ATTEND?

Anyone preparing to start a business or still getting the basics in place after launch. No experience with design, websites or digital marketing is needed.



WHAT THE COURSE COVERS

01

SESSION 1

Plan your launch and build your brand

See how website marketing, SEO and social media fit together, and what to focus on when you're starting out. Get an introduction to AI and see how it can help you plan your launch and position your products or services online. Use Canva and AI to explore logo ideas and create a brand kit for your stationery and brochures.

02

SESSION 2

Plan your website and help customers find you

Compare hiring a web designer, using Wix or Weebly, and using ChatGPT to help create a site. Understand domain names, hosting and when you need to arrange it separately. Plan what goes on your site and learn the basics of getting found in search and turning visits into enquiries or sales.

03

SESSION 3

Choose your social media channels and get set up

See how Instagram, Facebook, TikTok and LinkedIn differ, and choose the channels where your customers spend time. Learn how to set up a business profile, decide what to post first and put together a 30-day plan.

The Digital Marketing Programme: How to grow your sales in 2027

UPDATED FOR 2027

6-PART COURSE | Six 3-hour sessions | Live online via Zoom

Our popular six-week programme, fully revamped for 2027

Learn how to use the main digital marketing channels and AI tools to get found, create better content and turn more website visits into enquiries.

PRACTICAL OUTCOME

Identify improvements across your marketing and develop a practical action plan.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 WEEK 1

ChatGPT for marketing

Use AI for marketing research, advice, ideas and content.

02 WEEK 2

Google search and AI

Improve local SEO, organic rankings and visibility in AI search.

03 WEEK 3

Canva and your website

Create graphics and turn more website visits into enquiries.

04 WEEK 4

Facebook marketing

Improve your Page, organic reach, posts and content strategy.

05 WEEK 5

Instagram marketing

Improve your profile, posts, carousels, Stories and Reels.

06 WEEK 6

TikTok and video editing

Understand TikTok and edit short videos with Meta Edits.

We have delivered this course for the following LEOs

LEO Kerry | LEO Clare | LEO Westmeath | LEO Offaly | LEO Longford

Digital Marketing for Tourism Businesses

How to grow your sales in 2027

NEW COURSE

6-PART COURSE | Six 3-hour sessions | Live online via Zoom

Turn online interest into bookings

A practical programme tailored to tourism businesses, with examples for accommodation providers, attractions, tours and activity businesses. Learn how to use AI, your website, Google, video, Instagram and TikTok to attract visitors and generate more enquiries and bookings.

PRACTICAL OUTCOME

Develop a clear 90-day marketing plan, with practical improvements to your website, search visibility and tourism content.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 WEEK 1

Tourism strategy and AI

Identify visitor audiences, seasonal opportunities and offers. Use ChatGPT for tourism research, ideas and tailored content.

02 WEEK 2

Your website and direct bookings

Improve tourism pages, offers, trust and mobile booking journeys. Use AI for clearer copy and Canva for graphics.

03 WEEK 3

Google search and AI visibility

Review your Business Profile, reviews and destination keywords. Explore searches such as "boat trips in Kerry" and AI search.

04 WEEK 4

Video marketing for tourism

Plan and film rooms, tours and experiences on your phone. Edit short videos with Meta Edits, adding text and captions.

05 WEEK 5

Instagram for tourism businesses

Create Reels, Stories and carousels that showcase the experience. Plan local collaborations and clear booking calls to action.

06 WEEK 6

TikTok and your marketing plan

Create useful tourism videos with stronger opening hooks and captions. Bring your learning into a practical 90-day action plan.

TAILORED TO TOURISM BUSINESSES

Practical examples throughout for guesthouses, hotels, visitor attractions, tour operators and activity providers, including seasonal offers, local experiences and direct bookings.

Social Media Marketing for Retailers

4-session bootcamp

NEW COURSE

4-PART COURSE | Four 3-hour sessions | Live online via Zoom

Use social media to grow your retail sales

Learn what to post, how to show your products and how to turn interest into shop visits and online orders. The examples cover new stock, product demos and promotions you can repeat for your own shop.

PRACTICAL OUTCOME

Plan a campaign for a product or promotion you want to sell.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 SESSION 1

Use AI to plan and create campaigns

Use ChatGPT and Gemini for advice and content ideas tailored to your shop. Build a reusable ChatGPT Skill that turns a product page or offer into posts, Stories and ad copy.

02 SESSION 2

Instagram and TikTok for retail

Show new stock, answer product questions and give customers a clear reason to visit your shop or buy online.

03 SESSION 3

Create Reels and TikTok videos

Film product demos and shop-floor clips on your phone. Use Edits to add captions, music and text.

04 SESSION 4

Advertise on Facebook and Instagram

Choose an audience and budget, build an advert for a product or offer and see how it performs.

The Social Media Marketing Bootcamp

UPDATED FOR 2027

5-PART COURSE | **Five 3-hour sessions** | **Live online via Zoom**

Build a practical social media plan

A comprehensive programme combining content design, organic social media, advertising, video editing and AI. Learn how the main platforms work together to support greater reach, enquiries and sales.

PRACTICAL OUTCOME

Develop branded content, campaign ideas and a practical 90-day social media plan.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 WEEK 1

Canva and AI

Design branded graphics and use AI for ideas and content.

02 WEEK 2

Facebook marketing

Improve your Page, organic reach and content scheduling.

03 WEEK 3

Instagram marketing

Create effective posts, carousels, Stories and Reels.

04 WEEK 4

Facebook and Instagram ads

Understand campaigns, audiences and AI targeting.

05 WEEK 5

TikTok, video editing and AI

Explore TikTok, Meta Edits and further AI applications.

We have delivered this course for the following LEOS

LEO South Cork | LEO Limerick | LEO Galway | LEO Westmeath | LEO Longford | LEO Tipperary

A digital marketing plan for your business in 2027

NEW COURSE

SINGLE COURSE | One 3-hour session | Live online via Zoom

Know where to focus your efforts

Identify where to focus time and budget across AI, websites, search, social media and email. Understand how these channels work together and develop a realistic 90-day marketing plan.

PRACTICAL OUTCOME

Leave with a prioritised plan focused on visibility, enquiries and sales.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Your marketing priorities
Identify the channels and activities most relevant to your business.

02 AI for planning
Use competitor research, SWOT analysis, Projects and Gems.

03 Website improvements
Improve messaging, trust, headlines and calls to action.

04 Google and AI search
Review keywords, website pages and your Google Business Profile.

05 Social media and email
Prioritise content, Reels and customer follow-up opportunities.

06 Your 90-day plan
Turn the most useful opportunities into manageable action steps.

In previous years we have delivered this course for the following LEOs

LEO South Cork | LEO Clare | LEO Longford | LEO Westmeath | LEO Galway | LEO Offaly

How to get your business found on Google in 2027

NEW COURSE

2-PART COURSE | Two 3-hour sessions | Live online via Zoom

Improve your Google visibility

A practical introduction to improving local and organic Google visibility. Learn how to identify search terms, improve website pages and use AI to support your SEO work.

PRACTICAL OUTCOME

Identify target keywords and prioritise improvements to your website and local visibility.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 SESSION 1 — Get found in local Google results

- Understand how local results and Google Business Profiles work.
- Improve your categories, description, photographs and reviews.
- Find the terms customers search for and plan pages around them.

02 SESSION 2 — Improve your website for Google

- Improve page titles, headings, descriptions, copy and image alt text.
- Find relevant links that can build your website's credibility.
- Use ChatGPT and Gemini to help with SEO and explore Google AI Mode.

We have previously delivered SEO courses for the following LEOs

LEO Clare | LEO Kerry | LEO Longford | LEO South Cork | LEO Westmeath

How to Use AI to Create Marketing Images

NEW COURSE

SINGLE COURSE | One 3-hour session | Live online via Zoom

Create images you can use in your marketing

Learn how to use ChatGPT, Google Gemini, Midjourney, OpenArt and Meta AI to create and edit images for your business. See how the same brief can produce a product photo, a social post, a website image and a poster.

PRACTICAL OUTCOME

Create a marketing image from your own brief and adapt it for another channel.



WHAT THE COURSE COVERS

01 Write a brief for the image

Give the tool a clear idea of the audience, setting, style and size. Use references to show the look you want.

02 Improve product photos

Use an existing product photo to try different backgrounds, lighting and settings. Check that the product still looks accurate.

03 Create images for social posts

Design images for posts and Stories and leave enough space for a clear headline or offer.

04 Create images for your website

Plan a homepage banner or other website image with room for text and a crop that works on mobile.

05 Design a poster

Develop a layout for an event or promotion. Check the headline, key details and call to action before using it.

06 Compare the tools

Try the same brief across the five tools and decide which output is easiest to refine and use.

How to Use Gemini and Claude

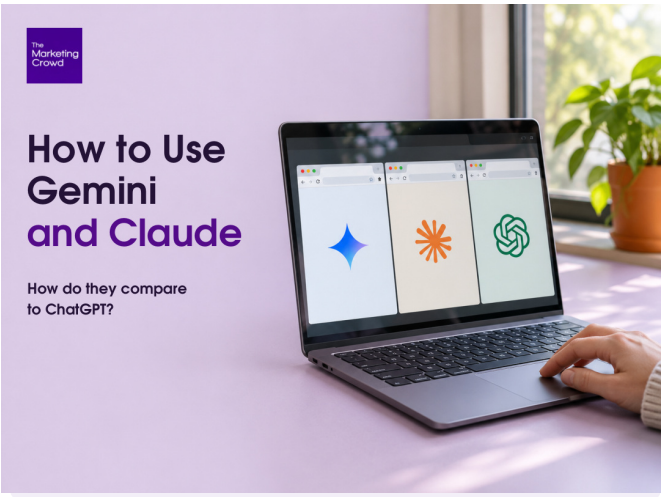
How do they compare to ChatGPT?

NEW COURSE

SINGLE COURSE | One 3-hour session | Live online via Zoom

Choose the AI tool that suits the job

If you already use ChatGPT and want to see what Gemini and Claude can do, this course is for you. We'll try the same business examples in each tool and compare where each one is most useful.



PRACTICAL OUTCOME

Know which tool to try first for different jobs and when a paid plan might be worth it.

WHAT THE COURSE COVERS

01 Chat for advice and ideas

Give each assistant the same business brief and compare the advice, research and ideas you get back.

02 Create images and presentations

Explore how Gemini and Claude can help you produce visuals and build presentations, and compare with ChatGPT.

03 Create and revise a website

Try a simple website brief and see how each assistant helps with the first version and later edits.

04 Use AI for work and tasks

Compare reusable instructions and skills, task workflows and what you can do through desktop apps.

05 Free and paid plans

Compare what you can do for free with what a paid plan adds. Decide which features you would actually use.

06 Choose a tool for the job

Build a short list of which assistant to use for your regular jobs. You can use different tools for different purposes.

The 3 Main Ways to Use AI for Your Business

NEW COURSE

Advice, Create and Tasks

3-PART BOOTCAMP | Three 3-hour sessions | Live online via Zoom

Build practical AI skills over three sessions

Learn three ways to put AI to work in your business. We'll use ChatGPT, Claude and Gemini throughout, with examples you can adapt for your own business.

PRACTICAL OUTCOME

Leave with useful prompts, marketing material you can refine and a repeatable task to try.



WHAT THE COURSE COVERS

01

Chat for expert advice and ideas

Give AI enough detail about your business to get useful advice. Brainstorm ideas and research a business question with ChatGPT, Claude and Gemini.

02

Create content for your business

Use the tools to draft written content and explore how to create images, videos, websites and presentations. Refine the results for your audience.

03

Give AI a task to complete

Brief an assistant to carry out a practical task, such as turning research and source material into a campaign plan. Review the result and save instructions for next time.

10 Ways to Use AI to Save Time, Reduce Costs and Increase Sales

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Practical ways to save time and spot opportunities

See how AI can help you find relevant grants, plan a product launch and find ways to cut costs. Learn how to get advice tailored to your business, improve your marketing content and get practical help with what's in front of you.

PRACTICAL OUTCOME

Choose two or three ways to use AI in your business and know which tool to try for each.



WHAT THE COURSE COVERS

01 Find grants and ways to cut costs
Use Deep Research to find grants relevant to your business and explore ways to reduce costs.

02 Research your market and plan ahead
Use Deep Research to analyse competitors, spot industry trends and plan a product launch.

03 Get advice tailored to your business
Set up a ChatGPT Project with information about your business and industry to get more relevant advice.

04 Analyse documents and spreadsheets
Find useful insights in your files and turn them into actions you can take.

05 Use image analysis to improve content
Ask AI to review your images and suggest improvements for your website and social media.

06 Make better marketing videos
Use video analysis to find changes that could make your videos more engaging and help sell your products.

07 Talk things through with Gemini Live
Use your camera to show Gemini an issue and talk it through to get practical feedback.

08 Get help with what's on your screen
Share your screen with Gemini and ask it to guide you through what you're trying to do.

09 Create marketing images with Gemini
Explore how to save time on product shoots, graphic design and marketing visuals.

10 Understand AI agents and tasks
See what task-based AI can do for your business and where AI agents are heading next.

PREVIOUS DELIVERY LEO Westmeath

How to market your business locally around your town or county

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Reach more local customers

Improve how your business is found locally and reaches nearby customers through Google, website improvements, reviews, AI and targeted social media advertising.

PRACTICAL OUTCOME

Prioritise local visibility improvements and develop a practical 90-day marketing plan.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Pull and push marketing
Get found when people search and reach them through advertising.

02 Google Business Profile
Improve categories, photos, business information and reviews.

03 Local website SEO
Target service-and-town searches with suitable pages and content.

04 AI for local marketing
Research competitors and improve descriptions and review requests.

05 Social media visibility
Use Facebook and Instagram to reach people in your local area.

06 Local advertising
Target nearby audiences and direct them to relevant website pages.

We have delivered this course for the following LEOS

LEO Westmeath | LEO Kerry | LEO Longford

Also delivered for Offaly Local Development Company.

How to use Instagram for marketing in 2027

UPDATED FOR 2027

2-PART COURSE | **Two 3-hour sessions** | **Live online via Zoom**

Improve your Instagram results

Improve your Instagram profile, create effective content and use search visibility, audience growth tactics and Insights to generate better results for your business.

PRACTICAL OUTCOME

Develop profile improvements, content ideas and an action plan for reach and enquiries.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 SESSION 1

Profile, content and visibility

- Optimise your professional profile, biography, links and contact details.
- Understand algorithms, keywords, hashtags and location visibility.
- Create effective image posts and carousels.
- Write stronger captions, opening lines and calls to action.

02 SESSION 2

Reels, Stories and growth

- Plan and create Reels, Stories and Highlights.
- Explore practical ways to grow your audience.
- Use collaborator posts and Trial Reels to reach new people.
- Review Insights to identify content worth repeating.

We have delivered this course for the following LEOs

LEO Cork North and West | LEO Kerry | LEO Offaly | LEO South Cork | LEO Westmeath | LEO Wexford

How to create Instagram Reels that sell your products

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Plan, film and edit better Reels

Learn how to create Reels on a smartphone, choosing formats and messages that attract attention, build trust and support product sales and business enquiries.

PRACTICAL OUTCOME

Identify suitable Reel ideas and develop a practical production and publishing plan.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Reels and the algorithm
Understand reach, opening hooks and effective cover images.

02 Three Reel formats
Choose clips set to music, voiceovers or talking-to-camera videos.

03 Ideas with AI
Use ChatGPT, Gemini and Claude to plan ideas and structure.

04 Film on your smartphone
Plan short clips, key messages and calls to action.

05 Edit using Meta Edits
Add music, text, captions, transitions, overlays and voiceovers.

06 Review and improve
Use Insights, AI feedback and affordable filming equipment.

We have delivered this course for the following LEOs

LEO Clare | LEO Cork North and West | LEO Kerry | LEO Offaly | LEO South Cork

From Dull to Dazzling: How to use Canva to design marketing images

UPDATED FOR 2027

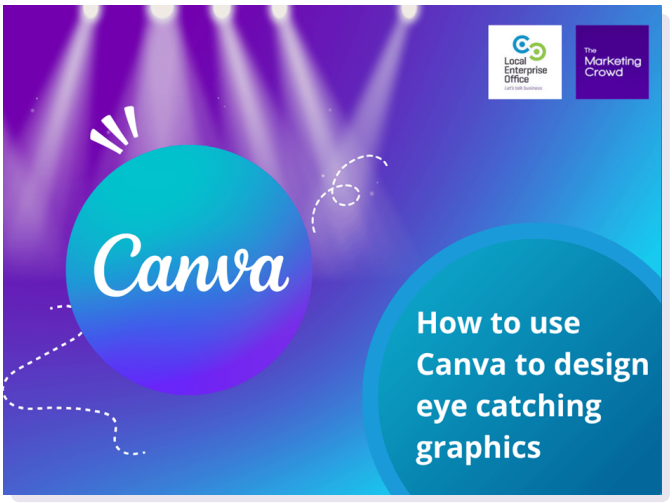
SINGLE COURSE | One 3-hour session | Live online via Zoom

Create stronger marketing graphics

A practical design course showing how to create effective marketing graphics from scratch or templates. Explore image editing, branding and Canva's AI tools.

PRACTICAL OUTCOME

Develop a repeatable design workflow for clear, consistent marketing graphics.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Design that communicates
Choose effective fonts, colours, images and calls to action.

02 Create from scratch
Use the correct sizes for posts, Stories, ads, websites and email.

03 Edit and personalise
Crop, resize and work with text, shapes, frames and effects.

04 Templates and branding
Adapt designs and create consistent backgrounds and brand assets.

05 Canva and AI
Explore AI image tools and compare Canva with ChatGPT and Gemini.

06 A repeatable workflow
Repurpose designs and understand free and paid features.

We have delivered this course for the following LEOS

LEO South Cork | LEO Cork North & West | LEO Kerry | LEO Clare | LEO Limerick | LEO Westmeath | LEO Longford | LEO Tipperary | LEO Offaly | LEO Galway

How to advertise on Facebook and Instagram in 2027

UPDATED FOR 2027

2-PART COURSE | Two 3-hour sessions | Live online via Zoom

Plan, target and run your adverts

Learn how to use Meta's Ads tool to target potential customers, turn posts and Reels into adverts, and create campaigns using images or video. Understand the growing role of AI and how to monitor your results.

PRACTICAL OUTCOME

Develop a campaign plan covering your objective, audience, creative and budget.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 SESSION 1

Understand the Ads tool

- Choose objectives and understand where adverts can appear.
- Understand the Ads tool and the Boost Post button.
- Explore Advantage+ AI targeting and original audience options.
- Use Custom Audiences and plan your budget and placements.

02 SESSION 2

Create and review campaigns

- Turn an existing post or Reel into an advert.
- Create image and video adverts from scratch.
- Design creative, headlines, advertising copy and calls to action.
- Use campaign insights to review results and identify improvements.

We have delivered this course for the following LEOS

LEO South Cork | LEO Cork North & West | LEO Kerry | LEO Clare | LEO Limerick | LEO Westmeath | LEO Tipperary | LEO Offaly | LEO Longford

How to use LinkedIn for marketing in 2027

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Turn connections into opportunities

Use LinkedIn to build business visibility and credibility, connect with relevant prospects and referral partners and move suitable conversations towards meetings and enquiries.

PRACTICAL OUTCOME

Identify profile improvements, choose connection targets and plan useful content.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 How LinkedIn works
Understand personal profiles, company pages, search and the feed.

02 Improve your profile
Strengthen images, your headline, About section and keywords.

03 Build a relevant network
Find prospects and referral partners and connect appropriately.

04 Create useful content
Plan text, image, video and document posts that show expertise.

05 Generate enquiries
Write stronger openings and calls to action and start conversations.

06 Assess paid options
Understand when advertising or Premium may be worthwhile.

We have delivered this course for the following LEOs

LEO South Cork | LEO Cork North and West | LEO Clare

How to create marketing videos and what to do with them online

UPDATED FOR 2027

2-PART COURSE | Two 3-hour sessions | Live online via Zoom

Create your own marketing videos

A practical course showing business owners and marketing staff how to shoot videos with a smartphone, edit them using Meta's Edits app and share them on social media.

PRACTICAL OUTCOME

Create product showcases, how-to videos and short clips that share your expertise.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 SESSION 1 — Plan and edit your videos

- Video ideas, opening hooks and examples from Irish businesses.
- Use ChatGPT to help generate ideas for your business.
- Edit talking-to-camera and voiceover videos in Edits.
- Add captions, text, music, transitions and extra footage.

02 SESSION 2 — Shoot and share your videos

- Choose affordable microphones, lighting, tripods and gimbals.
- Get more from the videos you create and avoid common pitfalls.
- Share Reels and Stories on Instagram and Facebook.
- Publish your marketing videos on LinkedIn.

We have delivered video marketing workshops for the following LEOs

LEO Cork North and West | LEO Kerry | LEO Limerick | LEO South Cork | LEO Tipperary | LEO Clare | LEO Longford | LEO Westmeath | LEO Wexford | LEO Sligo

How to plan a website

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Plan your website before you build

A practical workshop on planning a new website or a redesign. Define what the site needs to achieve, organise the pages and content, and prepare a clear brief before design work starts.

PRACTICAL OUTCOME

Develop a website plan covering your priorities, pages, content and next steps.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Your website objectives
Identify customer needs and the enquiries or sales your site should generate.

02 Pages and navigation
Plan the structure and make important information easy to find.

03 Content and images
Prepare useful page copy, photographs and clear calls to action.

04 Search and conversion
Factor in search visibility, mobile use and the customer journey.

05 Features and priorities
Decide what the website needs to do and prioritise essential features.

06 Your website brief
Bring the plan together for a designer or website-building tool.

We have delivered this course for the following LEOs

LEO Clare | LEO Galway | LEO Kerry | LEO Offaly | LEO Westmeath

How to generate more enquiries and sales from your website

UPDATED FOR 2027

SINGLE COURSE | One 3-hour session | Live online via Zoom

Turn more visitors into customers

Identify changes that can help your website generate more enquiries and sales. Explore how AI tools can support a review of your pages, customer journey, messaging and calls to action.

PRACTICAL OUTCOME

Develop a prioritised action list to improve website clarity, trust and conversion.



Participants receive very detailed course notes (typically 60 pages) and a 7-page course summary generated by AI.

WHAT THE COURSE COVERS

01 Review your website
Identify what could stop visitors enquiring, booking or buying.

02 Use AI for feedback
Use AI tools to review pages and suggest improvements to investigate.

03 Improve your messaging
Strengthen headlines, benefits and product or service information.

04 Build customer trust
Use reviews, clear business information and answers to common questions.

05 Make the next step easy
Review calls to action, enquiry forms and the mobile experience.

06 Prioritise and measure
Choose practical changes and review their effect on enquiries and sales.

We have delivered this course for the following LEOs

LEO Longford | LEO South Cork