

# UK Company Excalibur Press Launch Training Webinar Series To Support Businesses With Their Marketing

*Excalibur Press has launched a new webinar training series to help businesses with their marketing activities in 2022*

BELFAST, ANTRIM, UNITED KINGDOM, January 25, 2022 /EINPresswire.com/ -- When it comes to marketing your business, product or service most small businesses will depend on digital channels such as their website, social media and other platforms such as Google My Business.

According to Social Media Examiner 96% of small businesses say they use social media in their marketing strategy whilst HubSpot reveals 48% of companies in general will leverage blogging in their content marketing strategy.

In order to truly maximise the opportunities available online to market and promote your business it's important to have a robust digital and content marketing strategy and plan.

According to Google 59% of shoppers say they'll research a product before making an in-store or online purchase.

Belfast based multi-disciplinary marketing and communications agency [Excalibur Press](#) has launched a new webinar training series aimed at helping businesses create a social media content strategy and improve their blogging and content marketing as well as giving top tips and tricks to creating effective communications for promoting your product online.

Delivered by trainer and content strategist [Tina Calder](#), the sessions will run every Friday over the next four weeks. They will include How To Supercharge Your Blogging & Content Marketing (January 28), Set Up Your Social Media Content Strategy & Plan (February 4), Creating Killer



Stock image for the promotion of Belfast Company Launches Training Webinar Series To Support Businesses With Their Marketing

Comms & Content To Sell Your Product Online (February 11) and Everything You Need To know To Create Your Brand Story (February 18).

Speaking of the sessions Tina said: "Micro, small and medium businesses more than ever before need support and assistance with their marketing.

"For many of those businesses that spend is a luxury and often the first to go when things get tough.

"There's no question the last few years have taken their toll on business owners and the fight to survive and thrive has become a crowded space."



Trainer Tina Calder of Excalibur Press

Tina explained the 90 minute sessions are specifically designed to “offer business owners practical and actionable support that will help them streamline, maximise and optimise their marketing activity.”

“

I will reveal the tools, systems and processes we use to create quality content and marketing tactics for our clients and lift the lid on the secrets other professionals don't want you to know.”

*Trainer Tina Calder of  
Excalibur Press*

She added: “Throughout the sessions I will be revealing all the tools, systems and processes we use at Excalibur Press to create good quality content and marketing tactics for our clients as well as lift the lid on the secrets other professionals don't want you to know.

“These sessions will help businesses reduce their stress levels when it comes to creating a social media content strategy, improving their blogging and content marketing

as well as creating effective communications for promoting their product online and honing their marketing messages and brand story.

To book on to How To Supercharge Your Blogging & Content Marketing (January 28), Set Up Your Social Media Content Strategy & Plan (February 4), Creating Killer Comms & Content To Sell Your Product Online (February 11) or Everything You Need To know To Create Your Brand Story (February 18) go to [excaliburpress.co.uk/2022-training-webinar-series](https://excaliburpress.co.uk/2022-training-webinar-series)

Tina Calder

Excalibur Press

07305354209

[email us here](#)

Visit us on social media:

[Facebook](#)

[Twitter](#)

[LinkedIn](#)

[Other](#)



Trainer Tina Calder of Excalibur Press

---

This press release can be viewed online at: <https://www.einpresswire.com/article/561464528>

EIN Presswire's priority is source transparency. We do not allow opaque clients, and our editors try to be careful about weeding out false and misleading content. As a user, if you see something we have missed, please do bring it to our attention. Your help is welcome. EIN Presswire, Everyone's Internet News Presswire™, tries to define some of the boundaries that are reasonable in today's world. Please see our Editorial Guidelines for more information.

© 1995-2022 IPD Group, Inc. All Right Reserved.