

Lertal Launches Digital Marketing Courses Tailored for Small Businesses

Empowering Small Business Owners with Essential Digital Marketing Skills

LONDON, UNITED KINGDOM, July 15, 2024 /EINPresswire.com/ -- Lertal proudly announces the launch of its digital marketing training platform, specifically designed to address the unique needs of small businesses. The mission is to equip small business owners with the knowledge and skills necessary to enhance marketing efforts, drive growth, and achieve lasting success.

[Digital Marketing Courses](#) For Small Business

Lertal recognises the unique challenges faced by small businesses. Their digital marketing courses are crafted specifically for small business owners, emphasising strategies that are both effective and feasible for smaller operations. These courses offer practical, scalable solutions that can be implemented immediately for tangible results.

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Our goal is to equip small business owners with practical, scalable strategies that can be immediately implemented to drive real results and compete effectively in the digital marketplace.”

Lertal

Empowerment Through Education

Unlike agencies that handle marketing tasks, Lertal empowers small business owners to take charge of their digital marketing efforts. Training enables self-sufficiency, reducing costs while

LEARTAL 

Lertal Logo



Small Business Florist

gaining valuable insights into the business. Knowledge is power, and Learthal strives to instil confidence in managing marketing strategies.

Dynamic and Growing Content Library

The content library at Learthal is constantly expanding, with new material added weekly. This ensures continuous access to the latest strategies and tools. Subscribers have the unique opportunity to suggest courses and topics, making the library highly relevant and tailored to specific needs. This new offering allows subscribers to have a direct influence on the course roadmap, ensuring that the training materials evolve to meet their most pressing needs and interests.

Digital Marketing 'Quick Hacks' Newsletter

Stay ahead with the biweekly 'Quick Hacks' newsletter, designed to provide actionable advice in every issue. Each newsletter delivers one specific, impactful task for immediate implementation, helping to improve marketing efforts without feeling overwhelmed.

Comprehensive Subscription Service

Learthal offers a subscription service with three distinct levels to suit various needs:

- Basic Level: Access to an extensive content library and biweekly 'Quick Hacks' newsletters.
- Intermediate Level: All benefits of the Basic level, plus the ability to request specific content and live chat support. This level also includes a quarterly bespoke press release



Small Business Personal Trainer



Small Business Cake Decorator



Small Business Hair Dresser

crafted for the business, generating quality backlinks and enhancing online presence.

- Premium Level: Coming soon! This level will offer monthly workshops with a digital marketing consultant, providing direct access to expert advice and support.

Stay Ahead with Cutting-Edge Content

The digital marketing landscape is constantly evolving, and so is Leartal's curriculum. Content is continuously updated to include new trends, tools, and strategies, ensuring that the information received is current and strategically competitive.

Direct Support from Digital Marketing Consultants

Leartal's commitment to success goes beyond training sessions. Personalised support and consultation are provided to ensure access to expert advice whenever needed. Whether through live chat or monthly workshops, consultants are available to guide the way.

Increase Skills and Confidence with Leartal

Leartal supports every stage of the journey, whether mastering digital marketing, managing it independently, or deepening understanding to enhance collaboration within a team. The upcoming training roadmap is filled with exciting new content.

Courses Offered

Leartal's comprehensive training covers a wide range of topics, including:

SEO

Social Media

User Experience and Usability

Lead Generation

PPC

Psychology Behind Marketing

Content Marketing

Email Marketing

eCommerce

Who is Leartal?

Leartal is a team of digital marketing experts. Recognising a significant need in the market, a specialised training platform tailored specifically for small businesses was created. The goal is to empower small businesses with the knowledge and tools needed to handle digital marketing tasks confidently and effectively.

At the core of Leartal's mission is the belief that, with the right guidance and resources, small businesses can execute successful digital marketing strategies without the hefty expenses of hiring an agency. The platform is designed to be intuitive and supportive, allowing learning at an individual pace with expert support just a click away. Ultimately, effective digital marketing training leads to an increase in sales and revenue. Training provides small businesses with the

strategies and tools needed to attract, convert, and retain customers.

What Makes Leartal Different?

Unlike many platforms offering a fixed curriculum, Leartal empowers subscribers to influence the training roadmap. The content developed is directly shaped by the needs and requests of the user community—small business owners. This approach ensures that training materials are based on proven practices and dynamically adapted to address the most current and pressing marketing challenges.

This new offering marks a significant shift in how digital marketing training is provided. Subscribers can actively participate in shaping the content they receive, ensuring that it is always relevant and beneficial. This collaboration between Leartal and its subscribers creates a more engaging and personalised learning experience.

Leartal is designed to be an empowering tool for small business growth, making expert digital marketing accessible to everyone.

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