

Lertal Strengthens Support for Small Businesses with Personalised Learning Paths and Enhanced Digital Marketing Courses

Empowering Small Businesses with Tailored Digital Marketing Courses for Sustainable Growth and Success

ESSEX, UNITED KINGDOM, August 16, 2024 /EINPresswire.com/ -- Lertal, a premier digital marketing training platform focused on helping small businesses succeed online, is reaffirming its commitment to empowering entrepreneurs with its comprehensive range of [digital marketing courses](#), personalised learning paths, and the option of bespoke press release services. With an expanded content Library, Lertal provides small business owners with the essential skills, strategies, and tools they need to take charge of their digital marketing and drive real results.



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Our subscribers are at the heart of what we do, their input helps guide the development of our digital marketing courses.”

Lertal

Recognising the unique challenges faced by small businesses, Lertal's digital marketing courses are designed to be flexible, practical, and immediately applicable. The platform offers customisable personalised learning paths that allow business owners to focus on the areas of digital marketing that matter most to them—whether it's SEO, social media marketing, paid advertising, or content creation.

“We understand that no two businesses are alike, which is why our digital marketing courses are built to adapt to the specific needs of each entrepreneur,” said Paul Stoakes, Founder of Lertal. “Our goal is to equip small business owners with the knowledge and confidence to effectively manage their own digital marketing, giving them the tools to thrive in a competitive online landscape.”

Bespoke Press Release Services for Boosting SEO and Visibility

Lertal provides comprehensive training on how to write and publish effective press releases, giving small businesses the tools to enhance their visibility and authority online. However, understanding that time is often a constraint, Lertal also offers a bespoke press release service, where press releases are crafted and published on behalf of businesses, eliminating the stress and allowing them to focus on other priorities. Available to subscribers of Lertal's Intermediate and Premium plans, these professionally written press releases are tailored to each business, helping them generate quality backlinks, enhance their online presence, and attract media attention.

Tailored Digital Marketing Courses Based on Subscriber Input

Lertal is committed to delivering the most relevant and impactful digital marketing courses available. By actively listening to feedback from its community of subscribers, Lertal ensures that the platform offers tailored content and courses that address the most pressing needs of small businesses. Subscribers can request specific topics or training areas, ensuring that Lertal's offerings stay current with the latest trends in the digital marketing world.

Expanded Digital Marketing Content Library

Lertal continually updates and expands its digital marketing content library to ensure that small business owners have access to cutting-edge strategies and tools. Covering everything from SEO and social media to paid advertising and content marketing, the content is designed to help entrepreneurs stay ahead of the curve and achieve measurable results in their marketing efforts.



Small Business Digital Marketing Courses



Small Business Digital Marketing Courses

“We’re always adding new content to our library because digital marketing is constantly evolving. We want to make sure that small business owners are equipped with the latest strategies and techniques to stay competitive and grow their online presence.”

Subscriber Success Stories: Real Results from Leartal's Digital Marketing Courses

Leartal’s flexible and targeted approach to digital marketing training has received enthusiastic feedback from small business owners across the UK.

“Leartal’s digital marketing courses have been a game-changer for me,” said M Ireland, a small business owner from London. “The ability to request specific topics has allowed me to focus on what I need to most, and the results have been incredible”

About Leartal

Leartal is a digital marketing training platform designed to help small businesses succeed online. Offering a wide range of digital marketing courses, Leartal empowers small business owners with the skills, confidence, and strategies they need to take control of their digital marketing efforts. From SEO and social media to paid advertising and content marketing, Leartal provides actionable insights and expert guidance to help small businesses achieve long-term success.

Leartal understands the specific challenges that small businesses face. Courses are designed with the small business owner in mind, offering strategies that are both practical and effective for smaller operations. The solutions provided are scalable and ready for immediate implementation, ensuring real, measurable results can be achieved.

Rather than managing marketing efforts on behalf of businesses, Leartal focuses on empowering small business owners to take control of their digital marketing strategies. Training encourages self-reliance, reduces costs, and fosters valuable insights into business operations. With knowledge as a powerful tool, the goal is to instil confidence in managing marketing with clarity and efficiency.

The content library is constantly expanding with new materials added weekly, providing continuous access to the latest strategies and tools in the industry.

A variety of subscription models are available to suit different needs, with the most popular option allowing subscribers to suggest course topics. This ensures that the training remains highly relevant and specifically tailored to the needs of small businesses. Subscribers have direct influence over the course roadmap, ensuring that the content evolves to address the most pressing challenges and interests.

Additionally, the biweekly Quick Hacks Newsletter delivers actionable insights in a clear, digestible format, offering practical advice that can be implemented immediately, without

overwhelming small business owners.

Lertal remains committed to empowering small businesses with the knowledge, skills, and tools they need to thrive in today's competitive digital landscape. By combining expert guidance with flexible learning options, Lertal is dedicated to helping businesses achieve lasting success online.

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