

# Digitalization for Small Business

MARCH 2026

LANGUAGE: ENGLISH

THIS 3-DAY PRACTICAL TRAINING INTRODUCES ENTREPRENEURS AND SMALL BUSINESS OWNERS TO ESSENTIAL TOOLS AND STRATEGIES FOR DIGITALIZING THEIR BUSINESSES. THROUGH A COMBINATION OF HANDS-ON EXERCISES, REAL EXAMPLES, AND PERSONALIZED FEEDBACK, PARTICIPANTS WILL LEARN HOW TO OPTIMIZE THEIR ONLINE PRESENCE, IMPROVE CLIENT COMMUNICATION, AND USE DIGITAL PLATFORMS EFFECTIVELY.

TRAINER	<b>Ievgeniia Rodionova</b> Entrepreneur, marketing strategist, and mentor in digital transformation and personal branding. Founder of <a href="#">Content.UA</a> , Probusiness.media, TwoCan.Agency and The School of Senses (Cascais).
LOCATION	Cidade das Profissões de Cascais <a href="#">HERE</a>
SCHEDULE	18, 19, 20 March   14h-17h   In-person
AUDIENCE	Entrepreneurs and freelancers starting or growing a small business
DURATION	9 Hours
GOAL	To empower local entrepreneurs and small business owners to digitalize their businesses through practical tools, strategic online presence, and data-driven marketing.
SPECIFIC OBJECTIVES	<ul style="list-style-type: none"><li>• Understand how digitalization and AI transform small business operations;</li><li>• Learn how to organize workflows, analyze competitors, trends, and online performance;</li><li>• Explore when and how to build a website, apply SEO, analytics and AI-assisted content creation;</li><li>• Use AI tools (ChatGPT, Canva Magic Studio, Notion AI) for copywriting, design and productivity;</li><li>• Develop authentic online communication through social media and personal branding;</li><li>• Create a 3-month Digital + AI Roadmap for sustainable growth.</li></ul>

<p>CONTENTS</p>	<p>Day 1 – Digital Foundations &amp; AI Productivity:</p> <p>Google Workspace (Drive, Sheets, Calendar), Google Business Profile, Stripe for payments, introduction to AI tools for business (ChatGPT, Notion AI, Canva Magic Studio).</p> <p>Day 2 – Web, SEO &amp; Market Analytics:</p> <p>When a website is needed, basics of SEO, trend and competitor analysis (Google Trends, SimilarWeb), AI for keyword research and content generation.</p> <p>Day 3 – Social Media, AI Content &amp; Personal Branding:</p> <p>LinkedIn, Instagram, Facebook; AI-assisted content creation (texts, visuals, captions); personal branding strategy and creation of a 3-month Digital + AI Roadmap.</p>
<p>METHODOLOGIES</p>	<p>Interactive, practice-based learning with short theoretical inputs (20 %), hands-on exercises (60 %) and peer discussions (20 %).</p> <p>Participants work with real business cases from Portugal, experiment with AI tools during class, and complete the program with ready-to-use templates and an individual Digital + AI Action Plan.</p>