



Small Business Britain x Adobe Express Marketing School

Course Information

Starts

25th February 2025

Small Business Britain x Adobe Express Marketing School

Small Business Britain is excited to launch the Adobe Express Marketing School, a free 6-week online programme starting Tuesday 25th February. Regardless of your skill level, discover how Adobe Express - the free quick and easy create-everything app - helps you and your business stand out by making impactful social media assets, flyers, logos and more. With expert-led sessions, a private LinkedIn group for support, and exciting giveaways, this programme will help you take your business further with ease.

What the Programme includes

Six interactive weekly workshops recorded and available on a private Small Business Britain website available exclusively to course participants led by Adobe experts.

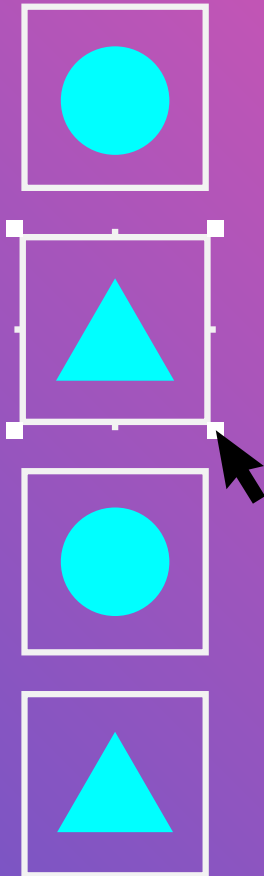
Real-life examples demonstrated on a business from our community.

Fun and quick weekly homework challenges to practice skills, with feedback and community support.

Access to a private LinkedIn group for peer-to-peer advice and expert guidance.

Opportunities to win Adobe Express Premium memberships and exclusive prizes.

To celebrate the graduation of businesses from the programme, an event will be held to celebrate the achievements of the participants.



What businesses get out of the programme

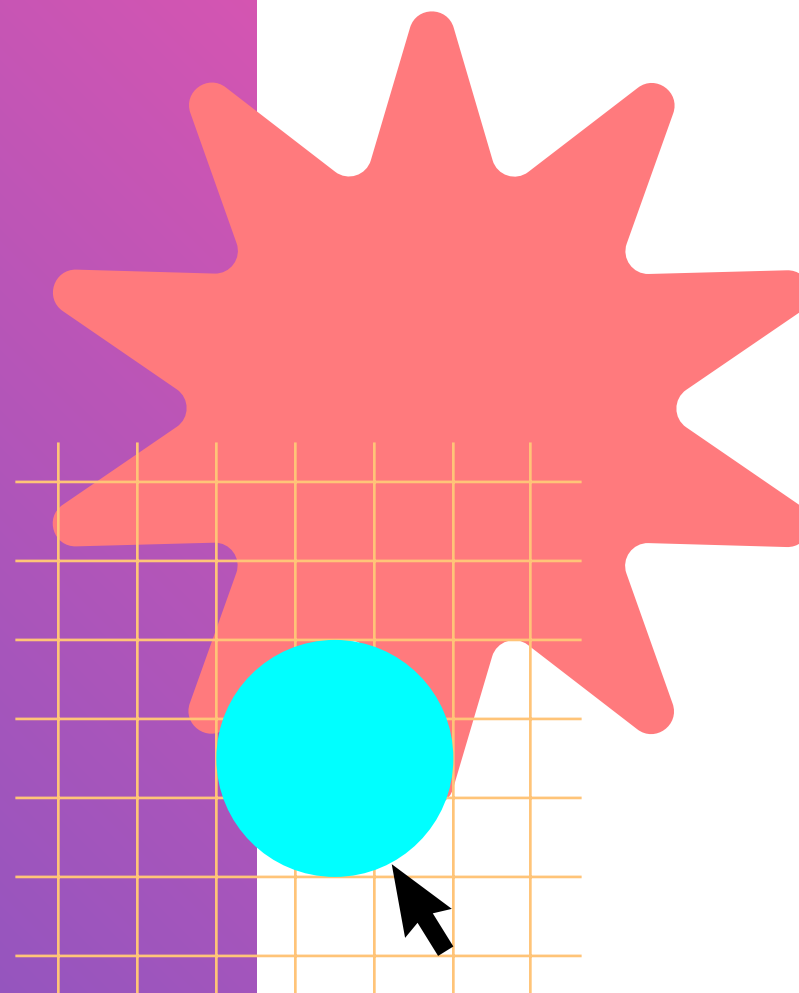
- ✓ Practical skills to create professional logos, branding assets, marketing materials, and more.
- ✓ Confidence using Adobe Express.
- ✓ Save time and get started for free with easy-to-use content creation tools.
- ✓ Networking opportunities with other small businesses and Adobe experts.
- ✓ An opportunity to win prizes, including tickets to Adobe's Private Suite at the O2 Arena for the **Usher: Past, Present, Future World Tour** on Tuesday, April 8th.*

Dates

Module 1	25 th February	10am-11am
Module 2	4 th March	10am-11am
Module 3	11 th March	10am-11am
Module 4	18 th March	10am-11am
Module 5	25 th March	10am-11am
Module 6	1 st April	10am-11am

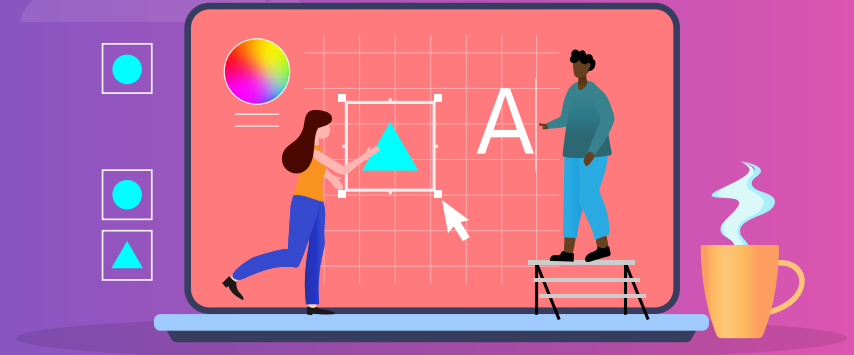
A huge thanks to **Adobe** for collaborating on this programme.

* Terms and conditions apply



Course Programme

Small Business Britain is excited to deliver the Adobe Express Marketing School, empowering small businesses to create standout designs with Adobe Express – the quick and easy create-everything app. The School will take place online over 6 weekly one hour sessions, that can be accessed at any time to watch again. Being part of this free programme will also give you access to a private group for participants to chat and share their learnings, as well as the opportunity to win some amazing prizes! In order to participate, you will be required to [sign up to Adobe Express for free via this link](#).



Week 1

Welcome to Adobe Express

In this session, our expert Andy from Adobe will outline the course structure and incentives available to participants. We will explore how Adobe Express can empower small businesses and will get hands on with the app, exploring templates, AI features, built-in social media scheduling and more. This includes an introduction to Adobe's ethical and commercially-safe approach to generative AI and how these features can support, accelerate, and enhance your content creation.

Week 2

Building Your Brand. Made Easy.

This week, our Adobe expert Andy will be taking us through how to create a standout brand. By the end of the session, you will understand the components that make up a memorable brand and how Adobe Express helps you create and scale your brand effectively.

The interactive session will cover:

- Understanding how to build a brand and the fundamentals of a brand kit – from logos to colour schemes
- Hands-on creation of brand elements using Adobe Express
- Introduction to templates and how to leverage for your own brand

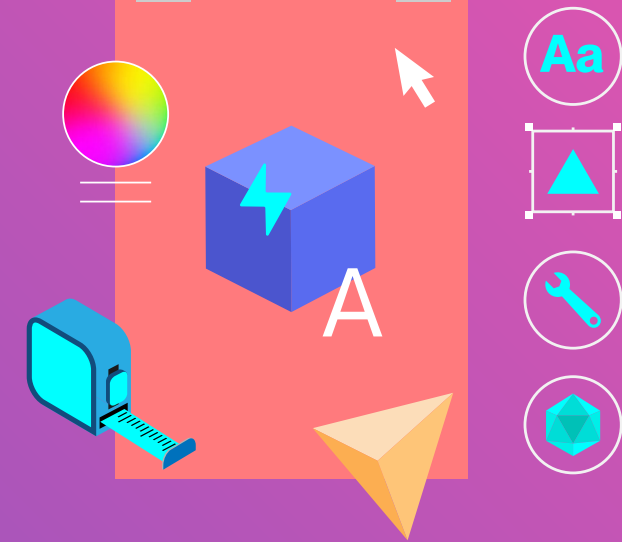
Week 3

Your Marketing Toolbox. Made Easy.

This week, discover the power of multi-channel marketing and how it can transform your business. Whether you're looking to create captivating emails, eye-catching digital ads, or unique merchandise, this session will equip you with the skills and tools you need to succeed.

This interactive session will cover:

- Using your newly created brand kit to create a range of marketing materials, including print-ready flyers or pitch presentations
- Learning to repurpose existing content, such as turning a PDF into a display ad
- An introduction to project management and collaboration tools



Week 4

Content Creation. Made Easy.

In this session, our Adobe expert Andy will be guiding us through why video plays a crucial part in your marketing strategy and how you can make video work for you, regardless of comfort level in front of the camera.

This interactive session will include:

- Examples of the importance of video in marketing, including best practice
- How to create and edit videos with Adobe Express, including Instagram Reels, TikToks and GIFs
- Selecting and managing royalty-free audio, sound and captions

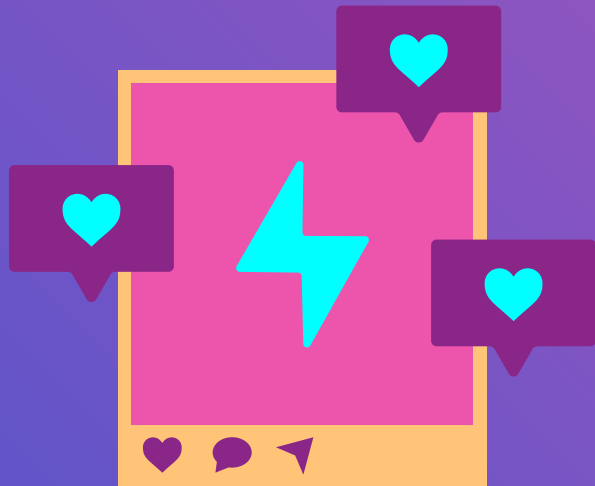
Week 5

Social Media Success. Made Easy.

This week our Adobe expert Andy will be talking all about how to succeed on social media. By the end of the session, you'll understand best practice for social content creation and get a practical framework for achieving this.

This interactive session will include:

- Building a collection of evergreen social posts, from product promotion to celebrating seasonal moments
- Using templates and AI tools, such as caption writers, to speed up your process
- How to plan and schedule a social content calendar from within Adobe Express



Week 6

Simplifying And Scaling Your Content. Made Easy.

In our final week, join Adobe expert Andy as we celebrate your journey and explore how AI can speed up your content creation process. This session will empower you to leverage Adobe Express's commercially-safe AI tools, making it even quicker and easier to run your marketing.

The final session will cover:

- Discover how to create content in bulk, leveraging AI to repurpose and scale existing designs
- Reflect on the essential insights and skills you've gained throughout the course
- Celebrate your achievements with special awards and recognitions



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