

Digital Marketing Advanced

The workshop covers:

- what customers are looking for online
- types of digital marketing
- paid Search Engine Marketing (SEM) with Google AdWords
- organic search with Search Engine Optimisation (SEO)
- an introduction to Google My Business
- understanding analytics

You'll receive a practical workbook that will help you to clarify your digital marketing strategy, and there will be an opportunity to ask questions.

Booking information

Cost

\$50 per person

Book online at smallbusiness.wa.gov.au

What to bring

Enthusiasm, a determination to make your business a success, pen and a notepad. We'll provide a detailed workbook and a great presenter. If you choose to bring a device please note that wifi is not available.

Length of workshop

This workshop runs for three hours.

Catering

There will be a break approximately halfway through the workshop when you can enjoy complimentary tea, coffee and biscuits.

Reminder

We will send a reminder email 48 hours before the workshop.

Where to find us

Public transport

We are just above Perth underground train station.

Disabled access

Our building has full lift access, accessible toilet facilities and desks to accommodate wheelchair users. If you have any particular needs please let us know.

Any questions?

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