

# Digital Marketing Essentials

## The workshop covers:

- the best social media platforms to use for your customers
- how often to post
- in-depth looks at Facebook, Twitter, LinkedIn, YouTube, Pinterest and Instagram
- ideas for creating content
- an introduction to blogging
- email marketing
- mobile marketing
- understanding online review sites

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](http://smallbusiness.wa.gov.au)

### What to bring

Enthusiasm, a determination to make your business a success, and a pen and 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 biccies.

### Reminder

We'll send you a reminder by email on the day before the workshop. Please let us know if you are unable to attend.

## 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?

E: [info@smallbusiness.wa.gov.au](mailto:info@smallbusiness.wa.gov.au)

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