



Online Marketing – doing it yourself

This workshop examines a range of digital marketing options, including social media, email marketing and blogging, to help you understand what would work for your business.

This workshop covers:

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

You'll also receive a practical workbook that will help you to clarify your online marketing strategy, and be able 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, and a pen. We'll provide a detailed workbook and a great presenter. You don't need to bring a laptop or tablet with you. However, if you choose to bring a device please note that unfortunately wifi is not available.

Reminder

We'll send you a reminder by email on the day before the workshop. Please let us know by reply email 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?

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The small business specialists