

Digital Marketing Workshop

Tricks and tips for generating leads using digital marketing.

5th February 2019
2:00-4:00pm

Digital marketing, specifically social media is becoming more and more important for small businesses. It allows many small businesses to play on a level playing field with larger businesses.

This initial introductory session will be split into two halves. The first half will cover social media and how to get the most from platforms such as Instagram, LinkedIn, Facebook and Twitter. During the session we will encourage participants to work on their own profiles and platforms to ensure that the learning is supported by doing.

The second half of the session will introduce participants to other areas of digital marketing including email marketing and website marketing.

What will you get out of it?

- How to build successful profiles on LinkedIn, Twitter, Facebook and Instagram
- Social media - which platforms could work best for your business
- How to successfully utilise social media across the whole business not just for marketing
- How to generate and produce successful marketing programmes on social media
- How to monitor the success of these programmes.
- How to generate and deliver successful email campaigns
- How to use hidden tricks in Google by using Google Remarketing
- Tips and tactics in search engine optimization

Location

John Lewis, Highcross, Leicester.