

Give your business a digital advantage

Are you a small business with 0-19 employees? ASBAS Digital Solutions Qld offers low cost, high quality workshops to help you build your online presence and compete in a digital world. Find out more at: asbas.rdabrisbane.org.au/advance-rockhampton

📍 **GRACEMERE** Gracemere Community Centre, Training Room 1, Barry Street, Gracemere

(These workshops will also be conducted in **NORTH ROCKHAMPTON** and **MOUNT MORGAN** - check website for details.)

Facebook for your business >>



Saturday 3 August
10.00am - 12.00pm

How to set up and manage your Facebook business page, design effective advertising and get better reach with your content.

No cost digital marketing >>



Saturday 3 August
1.00pm - 3.00pm

Understand organic marketing, create captivating images and copy, and drive customers to your business with the right social media strategy.

Effective email marketing >>



Tuesday 6 August
10.00am - 12.00pm

How to use email marketing platforms like Mailchimp to retain customers and acquire new ones, and increase your open and click-through rates.

Creating sales funnels >>



Tuesday 6 August
1.00pm - 3.00pm

The right sales funnel can convert your audience from interest, to lead, to sale. Learn step-by-step how to create all the stages involved.

Talking social for tradies >>



Saturday 5 October
10.00am - 12.00pm

Don't know what snap, hashtag or swipe is? Learn from an ex-tradie! Find out which social media platforms are best for your business and get started.

Get noticed serving (tourism based) >>



Saturday 5 October
1.00pm - 3.00pm

Find out how to get better reviews, pick the right social media platform and how you could take out the top spot on TripAdvisor in less than a year.

Influence and Instagram >>



Tuesday 8 October
10.00am - 12.00pm

Instagram is the fastest growing platform for under 25s. Learn how to use Instagram, understand 'influencers' and hashtag to success,

Digital marketing plans >>



Tuesday 8 October
1.00pm - 3.00pm

Develop your own marketing plan, grow and engage your target audiences effectively and understand best practices and different strategies.

💰 \$18.41 each inc GST & booking fee

