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**

Talking social for tradies

© **MOUNT MORGAN** School of Arts Hall, 33 Morgan Street, Mount Morgan (These workshops will also be conducted in **NORTH ROCKHAMPTON** and **GRACEMERE** - check website for details.)

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Get noticed serving (tourism based)



Tuesday 17 September 6.00pm - 8.00pm

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.

Creating sales funnels



Digital marketing plans

The right sales funnel can convert your audience from interest, to lead, to sale, Learn

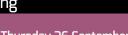
interest, to lead, to sale. Learn step-by-step how to create all the stages involved.

Tuesday 24 September

6.00pm - 8.00pm



Effective email marketing



Thursday 19 September

or swipe is? Learn from an ex-

tradie! Find out which social

media platforms are best for

your business and get started.

6.00pm - 8.00pm

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Thursday 26 September 6.00pm - 8.00pm

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

Influence and Instagram



Thursday 21 November 6.00pm - 8.00pm

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

No cost digital marketing



Thursday 28 November 6.00pm - 8.00pm

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



Australian Small Business Advisory Services DIGITAL SOLUTIONS AN AUSTRALIAN GOVERNMENT INITIATIVE









asbas.rdabrisbane.org.au/advance-rockhampton

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(\$) \$18.41 each inc GST & booking fee

Tuesday 19 November 6.00pm - 8.00pm

Tuesday 26 November

How to set up and manage

design effective advertising

and get better reach with

vour Facebook business page,

6.00pm - 8.00pm

your content.

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

Facebook for your business