

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

📍 **NORTH ROCKHAMPTON** Bauhinia House, Cnr Beserker & High Sts, North Rockhampton
(These workshops will also be conducted in **MOUNT MORGAN** and **GRACEMERE** - check website for details.)

Facebook for your business >>



Tuesday 20 August
6.00pm - 8.00pm

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

No cost digital marketing >>



Thursday 22 August
6.00pm - 8.00pm

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

Influence and Instagram >>



Tuesday 27 August
6.00pm - 8.00pm

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

Digital marketing plans >>



Thursday 29 August
6.00pm - 8.00pm

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

Effective email marketing >>



Tuesday 15 October
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.

Creating sales funnels >>



Thursday 17 October
6.00pm - 8.00pm

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 >>



Tuesday 22 October
6.00pm - 8.00pm

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) >>



Thursday 24 October
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.

💰 \$18.41 each inc GST & booking fee