



**Small Business Month**  
1 - 31 October 2020

FREE TRAINING SESSION

# DIGITAL MARKETING WEBINAR

**10:30AM Wednesday 14 & 21 October 2020**  
2 x 1hr sessions

Participants will learn why digital marketing is important to any business, how to set marketing strategies, understand available marketing tactics and how to implement and measure to power growth for your business.

- Limited Spots
- Register for **FREE** by Friday 9 October
- Webinar via **ZOOM**

**To register for this free training visit:**  
[www.hrdc.org.au](http://www.hrdc.org.au)

**WHAT MATTERS  
MARKETING.**



# WEBINAR OUTLINE

*Presented by What Matters Marketing*

Digital Marketing is taking over the traditional marketing channels, enabling businesses to engage and interact with their target audience in real time.

It is by far one of the most affordable means of marketing now available allowing business to reach their target audiences for a fraction of the cost of traditional marketing channels - providing that businesses know how to approach it.

## **What you will learn:**

- What is Digital Strategy and why is it important for your business
- Learn what makes up an effective Strategy so you can see results sooner
- Set goals, understand your audience, know your brand and review competitor activity
- Understand which marketing tactics are available to you and learn to assess what is right for business
- Look at the role of your website, Search Engine Optimisation, Google, Social Media Platforms, Content Marketing and Email Marketing
- Learn the key marketing metrics to measure your success