

Schedule of Digital Marketing & Social Media Webinars – End of April/May/June 2022

Your Digital Advantage Marketing Toolkit

Webinar Title	Method	Date / 2022	TS	Venue/Time	Funded Hours	Tick to book
2. The ultimate introduction to building a Digital Marketing Strategy <i>Gain a comprehensive overview of digital marketing, the role it plays as part of your overall strategy, the different types of activities and tools you can tap into to help promote your products and services</i>	ONLINE zoom	Wed 06/04	DG	10.00am-12 noon	2 Hrs	
3. Create beautiful designs with CANVA to attract new customers <i>An overview of the tools available and how to use them effectively (branding, copyright free images, animated stickers and video snippets, etc.)</i>	ONLINE zoom	Thurs. 07/04	PC	10.00am-12 noon	2 Hrs	
4. Understanding, developing and exploiting your website <i>What do customers want to see? What do they need to know? Common mistakes and good practice</i>	ONLINE zoom	Tue 26/04	RA	10.00am-12 noon	2 Hrs	
5. Using Google Tools to help with your marketing <i>Google my Business – Google Analytics – Trends and Keyword planners</i>	ONLINE zoom	Wed 27/04	DG	10.00am-12 noon	2 Hrs	
6. How to engage new and existing customers using email marketing (Mailchimp) <i>The basics of Mailchimp / Growing your list and how to leverage a lead magnet Segmenting your audience to boost your clicks and conversions</i>	ONLINE zoom	Thurs. 28/04	PC	10.00am-12 noon	2 Hrs	
7. How to sell online with or without a website! <i>Getting started on Facebook/Instagram/Third party platform shopping (Shopify, eBay, Amazon, etc) Selling from your own website: how to get it right from the outset</i>	ONLINE zoom	Tue 03/05	DB	10.00am-12 noon	2 Hrs	
8. Basic SEO: An Introduction to getting found by search engines <i>Learn how to drive more relevant visitors to your website by using Keywords and Phrases, Search Intent, Website Optimisation and Measurement</i>	ONLINE zoom	Wed 04/05	DG	10.00am-12 noon	2 Hrs	
9. How to use blogging to help increase traffic and engagement with your audience <i>Learn the importance of blogging and how to get started Top tips for driving traffic to your blog</i>	ONLINE zoom	Thurs 05/05	PC	10.00am –12 noon	2 Hrs	
10. Selling your products on Instagram <i>Real time demonstrations and useful tips to get started (nb. For products only, <u>excludes</u> services)</i>	ONLINE zoom	Tue 10/05	DB	10.00am-12 noon	2 Hrs	
11. Creating high-quality video content with just a smartphone – Session 1 of 2 <i>Extra kit and Apps to make your smartphone even more useful Filming techniques (shot composition, framing and getting professional-looking results) Sound and lighting Planning a video</i>	ONLINE zoom	Session 1: Tue 10/05 and Session 2: Wed 18/05	AC	10.00am–12 noon	2 Hrs and 2 Hrs = 4 Hrs in total	
12. Tips and techniques for using video in your business – Session 2 of 2 <i>Post production and editing Using video effectively with social media Live video Animation Music</i>	ONLINE zoom	Session 1: Tue 10/05 and Session 2: Wed 18/05 Thurs. 12/05	AC PC	10.00am–12 noon 10.00am-12 noon	2 Hrs and 2 Hrs = 4 Hrs in total 2 Hrs	
13. Cyber Security: How to be safe online and protect your business from online security threats <i>Learn the practical steps you can take to protect your cashflow, customer data and reputation.</i>	ONLINE zoom					
14. Presenting with Impact - FACE TO FACE (1 day) <i>How to present with impact and communicate your message authentically online and in person</i>	FACE2FACE workshop classroom	Mon 16/05	DL+ AS	<u>To be confirmed</u> 9.30am-4.30pm	Lunch included 6 Hrs in total	

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Webinar Title	Method	Date / 2022	TS	Venue/Time	Funded Hours	Tick to book
15. Digital Marketing and Social Media workshop for small businesses – FACE TO FACE (2 days) <i>Discover how digital marketing can be an affordable and effective way to promote your brand, products and services. Explore the social media options and the ones most relevant to target your customers. Find out how to make your website irresistible to google-ers and search engines</i>	FACE2FACE Workshop/ Classroom	Thurs. 19/05 and Thurs. 26/05	PC	RICHMOND 9.30-4.30pm and 9.30-4.30pm	Lunch included 6 Hrs/1 day + 6 Hrs/1 day	
16. Basic video editing skills <i>This Introductory course will teach you how to create a short film sequence, add graphics and use music using a free App (Open Source) called Shotcut. Ideally you should have attended sessions on 10/05 & 18/05 by the same trainer to be able to join this session.</i>	ONLINE	Wed 25/05	AC	10.00am–12 noon	2 Hrs	
17. Social Media Workshop for businesses – FACE TO FACE (2 days) Day 1 – Facebook and Instagram <i>Learn about Facebook Groups and advertising, how to set up profiles, hashtags, etc. Find out the many ways you can add content to Instagram, engage potential buyers and build an audience.</i> Day 2 – Social Media Strategy <i>Learn how to build a Social Media strategy for your business, create customer personas and generate content. Discover time-saving tools to make the most out of your social media presence</i>	FACE2FACE Workshop/ Classroom	Mon 06/06? and Mon 13/06?	ST ST	STOKESLEY BUSINESS PARK, STOKESLEY 9.30am – 4.30pm and Same venue 9.30am – 4.30pm	Lunch included 6 Hrs/1 day Lunch included 6 Hrs/1 day	
18. Social media and your business <i>How to think strategically to reach audiences and generate more traffic</i>	ONLINE	Tue 14/06	DG	10.30am-12 noon	1.5 Hrs	
19. How to create engaging social media content <i>Find examples of good content, discuss what makes good content, learn about content that creates discussions online</i>	ONLINE	Wed 15/06	CW	10.00am-12 noon	2 Hrs	
20. Content and brand in social media <i>Brand guidelines – the importance of and how to write yours</i> <i>Content and your content planner – trusted sources, types of content, engagement and insights</i>	ONLINE	Tue 21/06	DG	10.30am-12 noon	1.5 Hrs	
21. Presenting with Impact - FACE TO FACE (1 day) <i>How to present with impact and communicate your message authentically online and in person</i>	FACE2FACE Workshop	Mon 27/06	DL+ AS	To be confirmed 9.30am-4.30pm	Lunch included 6 Hrs/1 day	
22. Facebook and Instagram for small businesses <i>Introduction, tips and best practice</i>	ONLINE	Wed 29/06	CW	10.00am-12 noon	2 Hrs	
23. Twitter and LinkedIn for small businesses <i>Introduction, tips and best practice</i>	ONLINE	Thurs. 30/06	CW	10.00am-12 noon	2 Hrs	