

DIGITAL MARKETING WORKSHOP

COURSE DESCRIPTION:

The Digital Marketing workshop enables you to develop the knowledge and skills to effectively engage with customers across a diverse range of social media platforms. You will appreciate the trends in the social media space and the opportunity afforded by the “always connected” social consumer.

You will recognize the suitability of different social platforms for your various aims and objectives and be able to select and prioritize different platforms as they align with different goals for your organization, customers, and for your products and services. You will recognize that different social media communication styles may apply for different target audiences and be able to implement them appropriately.

The workshop covers the key concepts and terminology used within social media marketing and you will be able to leverage the functionality of primary platforms including Facebook, Twitter, LinkedIn, YouTube and Pinterest.

TOPICS COVERED INCLUDE:

- Marketing yourself online / Online Visibility
- Your Website –good tips for layout and design & platforms to use
- Driving traffic to your website
- Search Engine Optimisation (SEO)
- The importance of keywords
- Social Media Overview
- Facebook & Twitter for Business
- LinkedIn, Pinterest & Instagram for Business
- Visual Content for your website and social media
- Email & Video Marketing,
- Online Advertising / Facebook & Google Pay Per Click



ACDC is not required under Section 43, the Qualifications Act (1999) to have protection for learner arrangements in place



NORTH EAST FOOD HUB

helping food business grow

COST OF COURSE:
TBC

DURATION OF COURSE:
**1/2 day - 9am to 1pm -
coffeebreak at 10:45**

ENTRY REQUIREMENT TO COURSE:
No previous experience

TO BOOK YOUR PLACE PLEASE CONTACT US

North East Food Hub, Ardee
Business Park, Hale Street,
Ardee, Co Louth

T: 041-683-1977

F: 041-685-7681

E: enquiriesnortheastfoodhub.ie

www.northeastfoodhub.ie

