



## DEVELOP YOUR ONLINE STRATEGY

SMALL BUSINESS VICTORIA  
WORKSHOPS PROGRAM

### Is this workshop for me?

This workshop has been specifically developed for existing business owners who want to improve or expand their online activity as part of an ongoing business growth strategy.

### You will learn how to:

- Develop an online marketing strategy
- Align your online strategy to your business goals
- Make it easier for customers to find you using search engines
- Begin your social media strategy with purpose
- Place advertising online
- Measure and evaluate your online activities

### As part of Develop Your Online Strategy workshop you will receive:

- A comprehensive workbook covering everything you will need to improve the online performance of your business
- An online strategy action plan and implementation template easily tailored to your own business needs
- Networking opportunities with business owners in your area facing similar challenges and opportunities
- A follow-up pack containing the workshop slides, hints and tips and links to further resources.

### Workshops:

**Alexandra** - Tuesday, 11 October 2016 from 6:30pm to 10:00pm - \$30

Bookings: <https://www.eventbrite.com.au/e/e17902-develop-your-online-strategy-workshop-tickets-27424166420>

**Yea** – Wednesday, 12 October 2016 from 5:30pm to 9:00pm - \$30

Bookings: <https://www.eventbrite.com.au/e/e17999-develop-your-online-strategy-workshop-tickets-27476354516>

**Kinglake** - Thursday, 13 October 2016 from 6:30pm to 10:00pm - \$30

Bookings: <https://www.eventbrite.com.au/e/e17901-develop-your-online-strategy-workshop-tickets-27424041045>