

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. Register at: asbas.rdadbrisbane.org.au/advance-rockhampton

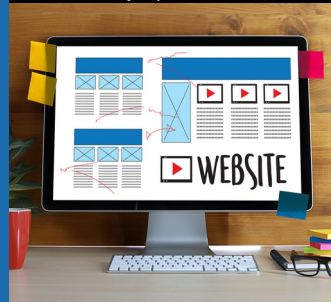
Facebook for your business



Thurs 28 Feb, Rockhampton
Mon 18 Mar, Mount Morgan
Wed 22 May, Rockhampton

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

Gear up your website



Thurs 28 Feb, Rockhampton
Tues 19 Mar, Mount Morgan
Wed 22 May, Rockhampton

Get noticed online! Learn what you need to do to establish a website and what you need on it.

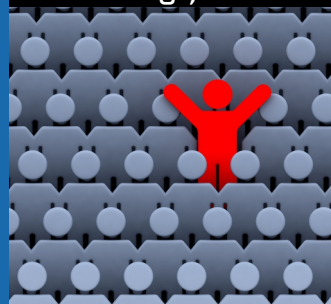
Business content creation



Thurs 14 Mar, Rockhampton
Thurs 21 Mar, Mount Morgan
Wed 23 May, Rockhampton

Get the skills to photograph and film your own engaging content to market your business online.

Marketing your small business online



Tues 14 Mar, Rockhampton
Wed 20 Mar, Mount Morgan
Wed 23 May, Rockhampton

Learn how to design effective online advertising campaigns and use the right imagery to promote your business.

Selling online: A guide to Shopify



Wed 10 Apr, Rockhampton
Mon 13 May, Mount Morgan
Wed 19 June, Rockhampton

Learn how to build your own online store, dropship products and drive customers to your site.

Getting found: Search Engine Optimisation



Wed 10 April, Rockhampton
Tues 14 May, Mount Morgan
Wed 19 June, Rockhampton

Get your website to the first page of Google, and fine tune your site to attract the right customers.

Social media: Which platforms for your business?



Fri 12 April, Rockhampton
Wed 15 May, Mount Morgan
Thu 20 June, Rockhampton

Learn how to use Facebook, Instagram and Snapchat to get the right customers engaged with your business.

Be seen: Online advertising



Fri 12 April, Rockhampton
Thurs 16 May, Mount Morgan
Thurs 20 June, Rockhampton

Find out where to spend your advertising budget, and how Google, Facebook and YouTube advertising works.

All workshops are 2-hour sessions at \$18.41 each inc GST

ASBAS Digital Solutions Qld workshops in partnership with Advance Rockhampton and RDA Fitzroy & Central West



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