PROGRAMME TITLE: **DIGITAL MARKETING WORKSHOP**

AIM: To provide participants with an overview of the various Digital Marketing channels available to businesses.

OBJECTIVES:
Participants will learn how to choose the correct channels for their business and how to incorporate these into a Digital Marketing strategy.

Course Content includes:

- Website Strategy
- Online PR, Social Media Marketing & Email Marketing
- How to advertise on Facebook – Building your brand through Facebook
- Internet Marketing Strategy
- Display & Pay-per-click Advertising
- Developing Marketing Action Plans
- Affiliate Marketing

WORKSHOP 1:
Date: Thursday 21st March **Time:** 10am to 4pm

WORKSHOP 2:
Date: Thursday 16th May **Time:** 10am to 4pm

WORKSHOP 2:
Date: Thursday 26th September **Time:** 10am to 4pm

Venue: To be confirmed

Cost: NO CHARGE

Trainer: **TalentPool**

Bookings: Jane O'Mahony on 061-419388 or email jomahony@paulpartnership.ie

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