



**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 11<sup>th</sup> March                    **Time:** 10am to 1pm

**WORKSHOP 2:**

**Date:**                    Thursday 13<sup>th</sup> May                    **Time:** 10am to 1pm

**WORKSHOP 2:**

**Date:**                    Thursday 23<sup>rd</sup> September                    **Time:** 10am to 4pm

**Venue:**                    Online Delivery via Zoom Video Conferencing

**Cost:**                    NO CHARGE

**Trainer:**                    **TalentPool**

**Bookings:**                    Jane O'Mahony on 061-419388 or email [jomahony@paulpartnership.ie](mailto:jomahony@paulpartnership.ie)



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