



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 31st March **Time:** 10am to 1pm

WORKSHOP 2:

Date: Thursday 12th May **Time:** 10am to 4pm

WORKSHOP 2:

Date: Thursday 22nd 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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