

**DEVELOPING A DIGITAL MARKETING STRATEGY FOR RURAL ENTERPRISES**

**Supported under the Town & Village Renewal Scheme**

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| **Duration**  | **1 Evening**  |
| **Date(s)**  | **17th October 2018 (Wednesday)** |
| **Time:**  | **6.30pm – 9.30pm** |
| **Location**  | **Mount Wolseley Hotel, Tullow, Co. Carlow**  |
| **Fee**  | **FREE OF CHARGE**  |
| **Trainer**  | **Content Plan** |

**Course Overview:**

The purpose of the Developing a Digital Marketing Strategy for Rural Enterprises Programme is to help participants design and develop a Digital Marketing Strategy for their enterprise. The main advantage of digital marketing is that a targeted audience can be reached in a cost-effective and measurable way. Other digital marketing advantages include increasing brand loyalty and driving online sales.

**Course Objective:**

This workshop will provide participants with an overview of what elements make up an effective Digital Marketing Strategy.

**Course Content:**

**The following content will be covered:**

* What makes a good website and what trends and changes you need to be aware of.
* What is SEO? Five SEO tips and tricks for your business.
* Google Ads – what they are and how to use them.
* Social Ads (focusing on Facebook).
* Email Marketing – tips and tricks for successful email marketing and GDPR compliance.
* Social Media and Social Media Tools for your business.
* How to measure the impact of your Digital Marketing efforts.