

<b>Course Title:</b>	<b>Digital Marketing &amp; Website Advice Clinic</b>
<b>Trainer 's Name:</b>	Aisling Hurley
<b>Training Company:</b>	www.thebusinessfairy.ie
<b>Date:</b>	<b>Tuesday 7<sup>th</sup> June 2022</b>
<b>Venue:</b>	ONLINE via ZOOM
<b>Cost:</b>	€30 per meeting
	<p><b>Duration:</b> One hour</p> <p><b>Time:</b> 9.15am – 10.15am; 10.15am – 11.15am; 11.30am – 12.30pm; 12.30pm – 1.30pm; 2.00pm – 3.00pm; 3.00pm – 4.00pm; 4.15pm – 5.15pm</p> <p><b>Places available:</b> 7</p> <p><b>Suitable for:</b> Owner managers or marketing staff of Wicklow based businesses</p>
<b>Course Content</b>	<p>In a world of digital marketing attention spans have shorted and, increasingly, audiences have access to enormous amounts of highly specific, interactive digital content. Small business owners are now finding it increasingly challenging to connect with consumers in a meaningful way across varying platforms. This Digital Marketing Clinic allows you to analyse your digital assets for best performance with digital marketing scientist Aisling Hurley MSc. Ask any question on any platform, or keep it website specific. A unique opportunity to fix an issue unique to your business.</p> <p>Possible topics for discussion could include: Email Marketing (newsletter design &amp; database development), Social Media Marketing (choosing the right channels, Website content and blogging), Search Engine Optimisation, Pay per click Advertising and How to measure your online marketing.</p> <p>Participants will be sent a short questionnaire upon booking to identify where you are currently focusing your online marketing and where you might need advice. Completing this will ensure that you get the maximum possible benefit from the appointment.</p>
	<p><b>Book on</b> <a href="http://www.localenterprise.ie/wicklow">www.localenterprise.ie/wicklow</a> Early booking advisable.</p>