

Give your business a digital advantage

Are you a small business with 0-19 employees? ASBAS Digital Solutions Qld offers low cost, high quality online workshops to help you build your online presence and compete in a digital world. More at: asbas.rdabrisbane.org.au/advance-rockhampton

📍 ONLINE WEBINARS (Access from anywhere)

💰 \$9.17 each inc GST & booking fee

The Basics of Facebook Advertising



Tuesday 11 August
5.30pm - 6.30pm

All about Facebook ads, including setting up an account, objectives, targeting, budgets, visuals, creating a pixel and more.

Video Content on a Shoestring Budget



Wednesday 26 August
2.30pm - 3.30pm

Learn the fundamentals of video, including platforms, video styles, content creation, integration with your marketing plan and more.

Social Media: Supercharge Your Pages



Tuesday 15 September
4.30pm - 5.30pm

This workshop will cover marketing strategy, how to apply it to social media and help you plan out a year of social engagement.

Social Media Stories



Tuesday 6 October
5.30pm - 6.30pm

Learn to use stories - short 24hr content popularised first by Snapchat but now used on every platform including Facebook and Instagram.

Mailchimp 101



Thursday 22 October
10.30am - 11.30am

Do you have Mailchimp? What have you done with it since you signed up? Learn how to utilise this platform better and turn your database into sales!

Social Media for Beginners



Friday 6 November
4.30pm - 5.30pm

Learn about the different platforms available and who is using them, methods to reach your audience and what has changed in 2020.

Using Website & Social Media for Sales



Thursday 19 November
4.30pm - 5.30pm

Find out how social media and website selling tools work, develop a plan to use them, plus next steps to further develop your selling platforms.

Video Marketing 101



Thursday 3 December
5.30pm - 6.30pm

Learn how to create effective videos, the importance of audio quality, styles and approaches that work & what your audience is looking for.