



Marketing and Digital Workshops – Port Lincoln

The Department of State Development is proud to announce two workshops to be held in Port Lincoln to help small businesses effectively market and grow their business in the digital age.

Marketing Workshop (20th February 2017, Morning)

Do you want to know how do your customers identify the value your product or service enough to pay for it? This workshop will help you undertake successful marketing and promotional strategies needed to achieve your business's objectives. Topics include:

- Identifying your target market;
- Determine your brand and price positioning;
- Select the most suitable market channels;
- Developing your Marketing Strategy.



Date: 20th February 2017

Time: 9:00am to 12:30pm

Cost: \$50 (Incl. GST)

Booking: [Click Here](#)

Digital Business Workshop (20th February 2017, Afternoon)

Customers judge your business's digital presence in a matter of seconds. That's why it's important to have a good understanding of how the Internet can help grow your business.

- Hear about the digital tools that can help make your business grow.
- Find out how to set-up your website without breaking the bank along with the foundations of blogging to boost your website's Google ranking.
- Learn how Facebook, Twitter, LinkedIn, Instagram, and many other social tools can help grow your business and keep your customers.

Date: 20th February 2017

Time: 1:30pm to 5:00pm

Cost: \$50 (Incl. GST)

Booking: [Click Here](#)

Presenter: Steve Davis

Steve has more than ten years' involvement in internet, new media and strategy development. Through his hands-on work with clients and entertaining presentation style, he has become the "go to man" for many businesses wanting to develop their marketing strategy and understand online marketplace.



Location: Port Lincoln TAFE, 2 London Street, Port Lincoln

Further information and to make a booking visit: service.sa.gov.au/dsd-smb/ or Telephone **1800 188 018**