

Schedule of Digital Marketing & Social Media Webinars – End of Jan/Feb/March 2022

Your Digital Advantage Marketing Toolkit

Webinar Title	Method	Date / 2022	TS	Venue/Time	Funded Hours	Tick to book
1. Presenting with Impact - FACE TO FACE (1 day) <i>How to present with impact and communicate your message authentically online and in person</i>	FACE2FACE workshop classroom	Mon 24/01	DL+ AS	TALBOT HOTEL MALTON 9.30am-4.30pm	Lunch included 6 Hrs in total	
2. The ultimate introduction to building a Digital Marketing Strategy <i>Gain a comprehensive overview of digital marketing, the role it plays as part of your overall strategy, the different types of activities and tools you can tap into to help promote your products and services</i>	ONLINE	Wed 26/01	DG	10.00am-12 noon	2 Hrs	
3. Create beautiful designs with CANVA to attract new customers <i>An overview of the tools available and how to use them effectively (branding, copyright free images, animated stickers and video snippets, etc.)</i>	ONLINE	Thurs. 27/01	PC	10.00am-12 noon	2 Hrs	
4. Understanding, developing and exploiting your website <i>What do customers want to see? What do they need to know? Common mistakes and good practice</i>	ONLINE	Tue 01/02	RA	10.00am-12 noon	2 Hrs	
5. Using Google Tools to help with your marketing <i>Google my Business – Google Analytics – Trends and Keyword planners</i>	ONLINE	Wed 02/02	DG	10.00am-12 noon	2 Hrs	
6. How to engage new and existing customers using email marketing (Mailchimp) <i>The basics of Mailchimp / Growing your list and how to leverage a lead magnet Segmenting your audience to boost your clicks and conversions</i>	ONLINE	Thurs. 03/02	PC	10.00am-12 noon	2 Hrs	
7. How to sell online with or without a website! <i>Getting started on Facebook/Instagram/Third party platform shopping (Shopify, eBay, Amazon, etc) Selling from your own website: how to get it right from the outset</i>	ONLINE	Tue 08/02	DB	10.00am-12 noon	2 Hrs	
8. Basic SEO: An Introduction to getting found by search engines <i>Learn how to drive more relevant visitors to your website by using Keywords and Phrases, Search Intent, Website Optimisation and Measurement</i>	ONLINE	Wed 09/02	DG	10.00am-12 noon	2 Hrs	
9. How to use blogging to help increase traffic and engagement with your audience <i>Learn the importance of blogging and how to get started Top tips for driving traffic to your blog</i>	ONLINE	Thurs 10/02	PC	10.00am –12 noon	2 Hrs	
10. Selling your products on Instagram <i>Real time demonstrations and useful tips to get started (nb. For products only, <u>excludes</u> services)</i>	ONLINE	Tue 15/02	DB	10.00am-12 noon	2 Hrs	
11. Creating high-quality video content with just a smartphone – Session 1 of 2 <i>Extra kit and Apps to make your smartphone even more useful Filming techniques (shot composition, framing and getting professional-looking results) Sound and lighting Planning a video</i>	ONLINE	Session 1: Wed 16/02 and	AC	10.00am–12 noon	2 Hrs	
12. Tips and techniques for using video in your business – Session 2 of 2 <i>Post production and editing Using video effectively with social media Live video Animation Music</i>	ONLINE	Session 2: Wed 23/02	AC	10.00am–12 noon	2 Hrs = 4 Hrs in total	
13. Digital Marketing and Social Media workshop for small businesses – FACE TO FACE (2 days) <i>Discover how digital marketing can be an affordable and effective way to promote your brand, products and services. Explore the social media options and the ones most relevant to target your customers. Find out how to make your website irresistible to google-ers and search engines</i>	FACE2FACE Workshop/ Classroom	Thurs. 17/02 and Thurs. 24/02	PC	LEYBURN 9.30-4.30pm and 9.30-4.30pm	Lunch included 6 Hrs/1 day + 6 Hrs/1 day	
14. Cyber Security: How to be safe online and protect your business from online security threats <i>Learn the practical steps you can take to protect your cashflow, customer data and reputation.</i>	ONLINE	Thurs. 03/03	PC	Thurs. 03/03	2 Hrs	

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15. Social Media Workshop for businesses – FACE TO FACE (2 days) Day 1 – Facebook and Instagram <i>Learn about Facebook Groups and advertising, how to set up profiles, hashtags, etc. Find out the many ways you can add content to Instagram, engage potential buyers and build an audience.</i> Day 2 – Social Media Strategy <i>Learn how to build a Social Media strategy for your business, create customer personas and generate content. Discover time-saving tools to make the most out of your social media presence</i>	FACE2FACE Workshop/ Classroom	Fri 04/03 and Fri 11/03	ST ST	STOKESLEY BUSINESS PARK, STOKESLEY 9.30am – 4.30pm and Same venue 9.30am – 4.30pm	Lunch included 6 Hrs/1 day Lunch included 6 Hrs/1 day	
16. How to be a successful online retailer: A Masterclass – FACE TO FACE (1 day) <i>Morning: Find out about the main platforms you can use to promote and sell your products online. Afternoon: Create promotional digital content then learn how to shoot and edit product videos</i>	FACE2FACE Workshop/ Classroom	Tue 08/03	DB	HOTEL RENDEZ-VOUS SKIPTON 9.30am-4.30pm	Lunch included 6 Hrs/1 day	
17. Basic video editing skills <i>This Introductory course will teach you how to create a short film sequence, add graphics and use music using a free App (Open Source) called Shotcut. Ideally you should have attended sessions on 29/09 & 6/10 by the same trainer to be able to join this session.</i>	ONLINE	Wed 09/03	AC	10.00am–12 noon	2 Hrs	
18. Digital marketing and social media workshop – FACE TO FACE (2 days) Day 1 – AM: Intro to digital marketing and the different types of activities and tools you can tap into PM: Basic SEO and how to plan the layout of a website that will get found by search engines Day 2 – AM: Social media and your business & Content and brand in social media PM: Using Google Tools to help with your marketing	FACE2FACE Workshop/ Classroom	Thurs 10/03 and Thurs 17/03	DG	SCARBOROUGH 9.30am-4.30pm 9.30am-4.30pm	Lunch included 6 Hrs/1 day and 6 Hrs/1 day	
19. Social media and your business <i>How to think strategically to reach audiences and generate more traffic</i>	ONLINE	Tue 15/03	DG	10.30am-12 noon	1.5 Hrs	
20. How to create engaging social media content <i>Find examples of good content, discuss what makes good content, learn about content that creates discussions online</i>	ONLINE	Wed 16/03	CW	10.00am-12 noon	2 Hrs	
21. WordPress: the basics Session 1: Find your way around WordPress: Dashboard, Post, Creating a Page, Editing and Widgets Session 2: Get familiar with Plug-ins and Widgets and how to make the most of them for your site Session 3: WordPress themes: What are they and how to select or change them?	ONLINE	Wed 16/03 and Wed 23/03 and Wed 30/03	TBC	5.30pm – 7.30pm TBC 5.30pm – 7.30pm TBC 5.30pm – 7.30pm TBC	2 Hrs + 2 Hrs + 2 Hrs = 6 Hrs	
22. Presenting with Impact - FACE TO FACE (1 day) <i>How to present with impact and communicate your message authentically online and in person</i>	FACE2FACE Workshop	Mon 21/03	DL+ AS	TALBOT in MALTON 9.30am-4.30pm	Lunch included 6 Hrs/1 day	
23. Content and brand in social media <i>Brand guidelines – the importance of and how to write yours Content and your content planner – trusted sources, types of content, engagement and insights</i>	ONLINE	Tue 22/03	DG	10.30am-12 noon	1.5 Hrs	
24. Facebook and Instagram for small businesses <i>Introduction, tips and best practice</i>	ONLINE	Wed 23/03	CW	10.00am-12 noon	2 Hrs	
25. Twitter and LinkedIn for small businesses <i>Introduction, tips and best practice</i>	ONLINE	Thurs. 24/03	CW	10.00am-12 noon	2 Hrs	
26. The power of podcasts as a marketing tool for your business <i>Find out how to stand out from the competition with this relatively new but increasingly popular marketing tool. Top tips on how to get started from a leading podcast expert and entrepreneur.</i>	ONLINE	Tue 29/03	MS	10.00am-12 noon	2 Hrs	
27. Advanced SEO/analytics: enhance your site user experience further <i>This webinar is aimed at businesses with an established website with the view to help them expand their knowledge and understand how to track social media performances, segment their audiences and exploit eCommerce metrics. Some understanding of SEO and analytics is essential.</i>	ONLINE	Thurs. 31/03	RA	10.00am–12 noon	2 Hrs	