

# Fast Forward your marketing

## Get your website listed higher on Google

**It's not nerdy or complicated to have a high performing website**

It's not enough to just have a website, you need to also make sure that it is optimised so that Google finds it - and increase your chances that your customer will too.

This workshop is full of demonstrations to help you optimise your own website.

**Monday 24 May, 12.30 to 2.30pm**

**Online workshop**

**Free, bookings essential**

Facilitated by Nick Sibbing, Artful Web Print & Design

**BOOK NOW**

## Small business guide to effective marketing

**Develop the right tools to plan, manage and execute your marketing plan effectively**

There is a distinct difference between implementing a marketing strategy versus executing a tactical marketing activity.

This online workshop will discuss the important marketing components that every small business owner should consider as part of their marketing plan development.

**Wednesday 26 May, 9.30 to 11.30am**

**Online workshop**

**Free, bookings essential**

Facilitated by Keat Chiew, Blackmont Pathway

**BOOK NOW**

## Own the screen - communicate with greater confidence and impact online

**Effective online communication is vital to securing new business**

Now more than ever, being able to own the screen is a huge personal and business asset.

This webinar offers practical tools and techniques to enable you to better engage with your audience.

**Thursday 27 May, 7 to 8.30pm**

**Online workshop**

**Free, bookings essential**

Facilitated by Sean Luther Hall, NIDA

**BOOK NOW**

## The practical guide to selling skills for small business success

**Be smarter and more focused on the needs of your customer**

Businesses need to be smarter and more focused on the needs of the customer to be able to compete effectively.

This workshop will explore modern selling skills that are customer focused and that can be universally applied to any type of small business.

**Monday 31 May, 9.30am to 12.30pm**

**Online workshop**

**Free, bookings essential**

Facilitated by Daniele Lima, Victorian Chamber of Commerce and Industry

**BOOK NOW**

## How to rapidly transition your retail store online

**Pivot sales from bricks-and-mortar to online**

Opening an online store can be daunting.

This workshop will show you how to take the plunge and pivot from a brick-and-mortar store to online.

**Monday 31 May, 6.30 to 8.30pm**

**Online workshop**

**Free, bookings essential**

Facilitated by Melbourne Innovation Centre

**BOOK NOW**

## Social media best practice

**Take a social media best practice deep dive with The Digital Picnic**

Learn social media best practice from the experts!

This workshop will equip you with the knowledge you need to confidently [and efficiently!] execute Social Media for your business.

**Wednesday 2 June, 9.30 to 11.30am**

**Online workshop**

**Free, bookings essential**

Facilitated by The Digital Picnic

**BOOK NOW**

Book online at  
**maroondahbizweek.com.au**

**#MaroondahBizWeek2021**