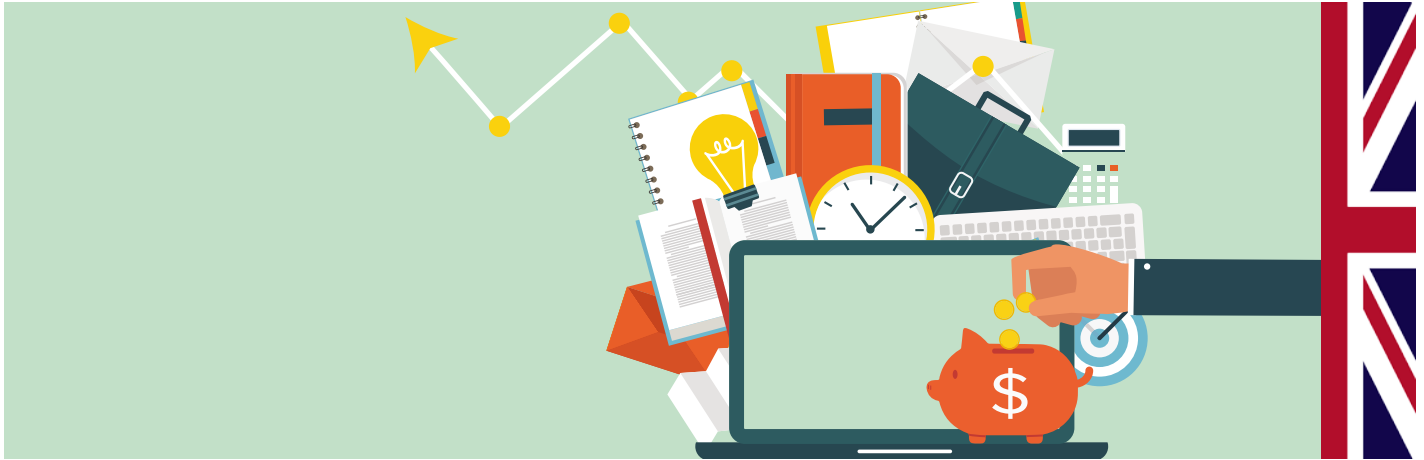


EXPORTING IS

GREAT

BRITAIN & NORTHERN IRELAND



The digital guide to internationalise

This series of workshops will show you how to set up your company's online presence to better reach international audiences, with a practical focus that ensures you can put your learning straight into practice.

Five workshops will be held over a five month period, with each workshop held twice, once in the Hereford venue and once in Worcester. Sign up to the full series to get a thorough introduction, or choose individual workshops. You may also share attendance of the series between company staff members according to their role.

Workshop topics:

1. Research

- learn about tools that can help you identify your market(s)
- understand e-marketplaces
- get free online marketing tools and competitor analysis
- develop your mobile marketing strategy

2. Optimise

- understand search engine optimisation
- build a perfect landing page
- discover your key word searches, personas, content and key phrase placement
- localise your website including languages and domains
- how to use Google webmaster tool

3. Plan

- develop a marketing plan
- learn how to maximise social media to reach your target audience
- understand international social media platforms

4. Advertise

- how to use Google Alerts
- understand online advertising
- learn the benefits and pitfalls of social media advertising
- overview of the mobile and video advertising revolution

5. Analyse

- Google Analytics demonstration
- using Facebook insights and Twitter analytics
- understand campaign tracking and tracking your ROI

Register:

To view the full series of free workshops and to book visit:

<http://digitalguideworkshops.eventbrite.com>

Please note: You can book one workshop, multiple workshops or the whole series.

Time:

08:00-10:00

Dates:

1. Research

18/02 - Worcester 22/02 - Hereford

2. Optimise

18/03 - Hereford 22/03 - Worcester

3. Plan

19/04 - Worcester 21/04 - Hereford

4. Advertise

25/05 - Worcester 26/05 - Hereford

5. Analyse

21/06 - Worcester 23/06 - Hereford

Further information:

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HM Government