The Long Paddock Committee would like to invite you to attend
Online Marketing and Marketing for Small Business
Presented by Todd Wright

This is a must do workshop for anyone interested in marketing their business

Deniliquin—Tuesday 27 July 2010
9.30—3.30 (workshop topics 1 and 2)
(Deniliquin RSL Club, 72 End Street Deniliquin)

Hay—Wednesday 28 July 2010
9.30—3.30 (workshop topics 1 and 2)
(Hay Library and Community Building, Lachlan Street Hay)

Workshop Topic 1 : Online marketing: driving your results higher online

"You need to get online – it's so easy, cheap and everyone is doing it"

Forget what you've been told – the reality of marketing online is very different. This aim of this workshop is to introduce participants to online marketing for small business and help them understand the tangled web that is the internet. Learn how to use google tools to help market your business, learn about what makes a good website and find out how social media is helping people connect with your business..

Workshop Topic 2 : Practical Marketing for Small Business

" I know I need to do more marketing but where do I start?"

The aim of this workshop is to provide you with some practical, simple and cost effective ways to plan, design and implement marketing activities that get results. The workshops will explore how you can turn a good business idea into a great marketing idea and will demystify the concept of marketing for small business owners. You will be engaged in activities that will help develop an understanding of the marketing process from the planning stages through to seeing results, while learning about the tools that are most suitable for your small business.

RSVP and Cost
The cost of the workshop is $30 per person (including morning tea and lunch)
Spaces are limited with each workshop restricted to 20 people

RSVP Tuesday 20 July 2010
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NSW GOVERNMENT Industry & Investment

The Long Paddock
Cobb Highway Touring Route

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