

#GippslandDigital

Digital Skills Workshop Topics



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DIGITAL**

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Cloud Computing 101

What is the cloud and how can it help you in your business? We unravel how the cloud can help you to back up valuable data, share and collaborate with other and synchronise across multiple devices. We demonstrate dropbox, microsoft 365 and Google Apps.



Desktop Publishing 101

Do you want to design a flyer for your business, community group or even a birthday party? What about enhancing your social media posts or even jazzing up your next presentation. Learn how to do this in this hands-on workshop.



Developing an Online Marketing Strategy

Marketing yourself online isn't just about having a website, in today's digital world we need to consider how we find, service and keep customers. From websites, to search engines, to social media, to databases, email marketing, selling online and online learning. Take a holistic view of all these elements that are part of a well rounded online marketing strategy.



Developing a Website For Your Business & Budget

Are you wanting to develop a website or improve your current website, but don't know where to start? This workshop will assist you to develop a clearly defined website plan relevant to your business, budget and customers. Whilst you won't actually develop a website during the workshop, you will gain a deeper understanding of the elements required to design and develop an effective website strategy, including DIY tools to do it yourself.



Getting found in Google: Search Engine Optimisation (SEO)

Do you want your business or organisation to be found when potential customers are searching for products and services you sell? Search Engine Optimisation is the technique required to increase your chances of being found. Learn how to increase targeted traffic to your website, but optimising your website to be found in Google.



Selling Online - Show Me How

Are you thinking of selling online and not sure where to start? Unravel the complexity of eCommerce such as what types of things can you sell, banking requirements, Commerce software, DIY options, security, mobile commerce and tips to improve customers buying from you.



Developing a Social Media Strategy

Firstly let's look at an overview of the Social Media Landscape, then help you identify how to best communicate with your audience in social media, from understanding what they want in their social feeds, to choosing the right channel, to rolling out a strategy, to measuring the success.



Developing an Email Marketing plan

Communicating with your customers becomes a whole lot easier and more effective when you have an email marketing strategy in place. Learn how to use mailchimp to communicate with your subscribers, to drive more sales and increase your brand.



Developing a Digital Strategy

The digital world offers us a lot more than the ability for to just market our business, if we plug the digital world into all facets of our business we can improve efficiencies, increase profitability and grow sales. Identify digital tools that can be used throughout your entire business model.



Exploring New Realities (Virtual Reality & Augmented Reality)

Immerse yourself in some of the latest technologies, both Virtual Reality and Augmented Reality are amongst the hottest technologies of today's digital world. Not only will you experience this technology, you'll learn how to create your own. Become a market leader, close more sales and enhance your customer's journey.



Getting Google to Grow Your Business

Google is far more than just a search engine, let's explore what else Google can provide our business to help it to grow and operate. This workshop provides insights and demonstrations on Search, Adwords, MyBusiness, StreetView, Cardboard, Apps and Analytics. From collaborating on documents, storing files, generating leads, virtual tours, this one has it all.



Social Media for Business

Roll up your sleeves, this hands-on workshop puts theory into practice. Focusing on three social media tools Facebook, Instagram and Twitter. Learn how to create effective posts, tweeting and upload social videos. We also touch on social advertising insights, website integration and social media tools.