

# DIGI101

## Digital Marketing for Care Sectors

### Be confident to enter the Digital Marketing space effectively and responsibly

Entering the world of Digital Marketing can be daunting, particularly for organisations that support vulnerable people. With so many options and platforms available, how do you choose the one most suitable for your organisation and marketing goals?

Our DIGI101 program will demystify the digital marketing world and provide clear and concise information to help you develop a digital marketing strategy to achieve your goals.

### Seminar Overview

- What is Digital Marketing?
- Digital Marketing Platforms – how to see the forest for the trees
- The pros and cons of key Digital Marketing options
- Planning for success – developing a Digital Marketing strategy
- Developing Digital Marketing campaigns
- Content marketing and developing your content plan
- Aligning your Digital Marketing plans to vision, mission, and values
- Generating buy-in from key stakeholders

Visit our website for upcoming seminars or to book an in-house session



### Suggested Participants

This program has been developed to enhance the skills of people responsible for marketing, including marketing and administration teams, managers, and executive leaders.

### Cost

#### Webinar

**\$299** + GST each

Face-to-Face Inhouse Sessions available upon request