

# *Social Media and other Digital Strategies*

## Promoting your Retail Business Online



### For small business retailers in the Hobart Local Government Area

This is a follow-on from our successful first workshop series, this time concentrating on “thinking outside the square” strategies. This intensive workshop series comprises three 2 hour sessions, plus one mentoring session. It has been developed in collaboration with Skills Tasmania and GlobalNet Academy, a Registered Training Organisation, to help small business retailers to improve their viability and gain nationally accredited skills if you seek to be assessed.

Key topics covered include:

- Identify no or low cost strategies for promoting and marketing your retail business
- Plan and coordinate marketing/promotional activities using social media platforms
- Identify other strategies, online technologies and tools.
- Plan, coordinate and assess your marketing/promotional activities

**Date:** Wednesdays 8<sup>th</sup> February, 15<sup>th</sup> February and 22<sup>nd</sup> February 2012

**Time:** 6:00pm to 8:00pm (light snacks, tea & coffee provided)

**Venue:** Business & Employment offices, 175 Collins Street, Hobart

**Cost:** \$20.00 per participant (to be paid on the evening)

Register today! **FREECALL 1800 709 552** or visit: **[www.businessandemployment.biz](http://www.businessandemployment.biz)**

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