

# INTRODUCTORY DIGITAL MARKETING AND SOCIAL MEDIA WEBINAR FOR THE CONSTRUCTION INDUSTRY

## FREE

to CITB NI registered employers. Please have your registration number available when booking.

£25 for non CITB NI registered attendees

## Interactive Webinar

### Webinar:

**Wednesday, 14 April 2021**  
Time - 10am-12noon

**BOOK  
NOW**

**Zoom  
Webinar  
platform**

### PROGRAMME

**10:00am** Welcome & CITB NI Update  
**10:05am** Webinar commences

## Why attend?

This webinar will give attendees a strong understanding of the digital marketing channels available to use in their business to reach new customers and generate leads. Popular digital marketing channels will be explained in detail with real life examples provided. Activities will be included throughout the training so attendees can apply this knowledge directly to their own organisation.

## Who should attend?

This webinar is for **Business Owners, Marketing Managers, Sales Managers and Brand Managers** who would like to use more digital marketing in their construction business. **All content is pitched at an introductory / beginner level.** You do not need any previous experience in digital marketing to attend. These interactive sessions will educate attendees about the ways they can establish a digital marketing presence, use social media, SEO, email marketing and analytics. There will be a short Q&A at the end of each session as well as interactive elements throughout.

## Content:

- ▶ **Digital Strategy** - An overview of the digital marketing channels available in today's environment and tips to choose the most suitable digital marketing channels for your business
- ▶ **SEO** - What is SEO / Why does SEO matter / How to get your business found online / How to setup and use Google my Business / How to run keyword research / SEO tools both free and paid for that you can use to test your website
- ▶ **Social Media** - Social Media trends in 2020-21 / Overview of Social Media platforms / How to plan and schedule content on Social Media / Importance of Videos
- ▶ **Email Marketing** - Why consider email marketing / Good examples of emails
- ▶ **Analytics and Reporting** - Overview of useful reporting tools / What is Google Analytics and how to set it up

## Webinar format:

The webinar is delivered using the **Zoom Webinar** platform. Once registered, you will receive an email with **a registration link** before the session to enable you to join the webinar. Participants will also be provided with demo video recordings to elements of the training that you can watch and replicate at home or the office in your own time and implement.

## What will I need?

If participating using your tablet or phone it would be desirable to have a second device available to be able to make the most of this interactive webinar workshop.

## Webinar Facilitator

**Emma Gribben** is a Digital Marketing Consultant, Trainer and Mentor. Awarded 'Digital Young Person of the Year', Emma is an accomplished digital marketing trainer and an accredited training partner to Google. Emma is also an accredited trainer for Facebook Digital Skills Programme and is a Facebook Certified Digital Marketing Associate and has mentored over 100 businesses in digital marketing to date. Emma has worked with companies designing social media workshops and webinars for clients such as Graham Group, Keystone Lintels, Ulster Bank, and many Northern Ireland council bodies.

# CITB NI Business Improvement Webinars 2020/21

**Time: 10am-12noon**

Date	Topic	Location	Click 'book now' to register
Wednesday, 30 September 2020	<b>Interactive Introductory Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Wednesday, 21 October 2020	<b>Legislative Changes Awareness Training</b>	Online	<b>BOOK NOW</b>
Wednesday, 18 November 2020	<b>Interactive Advanced Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Tuesday, 24 November 2020	<b>Social Media for Autumn and Winter</b>	Online	<b>BOOK NOW</b>
Wednesday, 2 December 2020	<b>Canva Design for all things Online</b>	Online	<b>BOOK NOW</b>
Tuesday, 8 December 2020	<b>Boost your visibility through Google Ads: Display and PPC</b>	Online	<b>BOOK NOW</b>
Wednesday, 13 January 2021	<b>Introductory Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Wednesday, 27 January 2021	<b>Advanced Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Wednesday, 10 February 2021	<b>Legislative Changes Awareness Training</b>	Online	<b>BOOK NOW</b>
Wednesday, 10 March 2021	<b>Cyber Security &amp; GDPR Awareness Training</b>	Online	<b>BOOK NOW</b>
Wednesday, 24 March 2021	<b>BIM for Small Construction Companies</b>	Online	<b>BOOK NOW</b>
Wednesday, 14 April 2021	<b>Introductory Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Wednesday, 5 May 2021	<b>Advanced Digital Marketing &amp; Social Media</b>	Online	<b>BOOK NOW</b>
Wednesday, 19 May 2021	<b>Cyber Security &amp; GDPR Awareness Training</b>	Online	<b>BOOK NOW</b>
Wednesday, 2 June 2021	<b>BIM for Small Construction Companies</b>	Online	<b>BOOK NOW</b>
Wednesday, 30 June 2021	<b>Legislative Changes Awareness Training</b>	Online	<b>BOOK NOW</b>

**For further information contact:**



**CITB NI**  
17 Dundrod Road  
Crumlin  
Co Antrim  
BT29 4SR

**Tel:** 028 9082 5466  
**Email:** [alison.mcclean@citbni.org.uk](mailto:alison.mcclean@citbni.org.uk)  
**Website:** [www.citbni.org.uk](http://www.citbni.org.uk)



## Are you working in construction?

Construction employers working in Northern Ireland for 27 weeks or more are legally required to register with CITB NI. Registered employers can claim training grants, access our Mobile Training Unit, Virtual Training Facility VET360, scaffolding training and training support materials such as health & safety booklets, blueprint and online training directory. Find out about these and other services at [www.citbni.org.uk](http://www.citbni.org.uk)

**Click here to find out more about how to register.**