



INTRODUCTORY DIGITAL MARKETING AND SOCIAL MEDIA EVENTS 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

Choose between an Interactive Webinar or Half Day Workshop (various dates)

Webinar:	Wednesday, 30 September 2020 Time - 10am-12noon	BOOK NOW
	GoToWebinar Format	
	WEBINAR CONTENT 10:00am Welcome & Introductions 10:05am Webinar commences	

Workshops:	Wednesday, 13 January 2021 Time - 9:15am-1pm	Wednesday, 14 April 2021 Time - 9:15am-1pm
	VENUE CITB NI 17 Dundrod Road, Crumlin Co Antrim BT29 4SR	BOOK NOW
	WORKSHOP CONTENT 9.15-9.30am Registration, Tea & Coffee 9.30-9.45am CITB NI Products & Services 9:45am-1pm Workshop commences	

Due to the ongoing situation with Covid-19, the venue or format of the event may change. CITB NI will endeavour to give as much notice as possible if any change arises. Notification will be via email.

Why attend?

This workshop 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 workshop 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 **GoToWebinar** 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?

Webinar - 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.

Workshops - It is advisable to bring a laptop, tablet or mobile phone to take part in the real time activities throughout the workshop.

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.

For further information contact: