



# Digital Marketing Training Workshops

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guide.  
grow.



# Digital Marketing Fundamentals Workshop

Our digital fundamentals training session will give you practical tools to better understand digital marketing for small businesses, right through to marketing managers wanting to broaden their knowledge base.

## Who our workshops are for:

- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- The latest digital and social media trends
- Common digital terminology
- How to set SMART objectives for digital media
- The SEO basics
- The Google Ads basics
- PPC Advertising – Facebook vs Google
- Introduction to the Models of Marketing
- Content Marketing basics and strategy
- Developing a Digital Marketing Strategy

## Perks of the session:

- Lunch, Morning and Afternoon Tea provided
- Exclusive opportunity to ask questions and have discussions with one of our business directors, Matt Cowdell or Peter Clark.
- Sessions held in the fabulous office spaces within the historic Federal Mills Park in Geelong.

## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular Facebook, Instagram, Google Ads and your website platform.

## Any questions?

Please contact us if you have any questions - [matt@arthurst.com.au](mailto:matt@arthurst.com.au) or 0448 831 922

# Facebook Ads Practical Workshop

Learn how to develop Facebook advertising strategies, design campaigns, setup tracking to measure campaign outcomes, and maximise return on advertising spend.

The session is practical, and all participants will walk out of the room with a documented one-page Facebook ads strategy, as well as a Facebook campaign set up and ready to go. Come along, learn agency insider tips and start running effective Facebook ads today for your business or brand.

## Who our workshops are for:

- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- The latest digital and social media trends
- Where Facebook ads fit within a Marketing Strategy
- Defining marketing objectives
- Understanding the targeting capability
- Hands-on experience setting up campaigns
- Learning what makes 'good ads'
- Setting up the Facebook Pixel
- Reporting and Analysis via Google Analytics
- Optimisation methods, tools and tips

## Perks of the session:

- Morning Tea provided
- Exclusive opportunity to ask questions and have discussions with one of our business directors, Matt Cowdell or Peter Clark.
- Sessions held in the fabulous office spaces within the historic Federal Mills Park in Geelong.

## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular Facebook, Instagram, Google Ads and your website platform.

## Any questions?

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# Google Ads Practical Workshop

Learn how to develop Google advertising strategies, design campaigns, setup tracking to measure campaign outcomes, and maximise return on advertising spend. We cover Google Ads (text ads and display), setting up the Google Merchant Centre and running Google Shopping Campaigns.

The session is practical, and all participants will walk out of the room with a documented one-page Google Ads strategy, as well as a Google campaign set up and ready to go. Come along, learn agency insider tips and start running effective Google Ads today for your business or brand.

## Who our workshops are for:

- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- The latest digital and social media trends
- Organic vs Paid search
- Understanding where Google Ads, the Google Display Network and Google Shopping ads fit within a Marketing Strategy
- Defining marketing objectives
- Structuring Google Ads campaigns
- Understanding the Google Merchant Centre
- Hands-on experience setting up campaigns
- Understanding which platform best suits your strategies
- Learning what makes 'good ads'
- Setting up the Google Tracking
- Reporting and Analysis via Google Analytics
- Optimisation methods, tools and tips

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## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular Facebook, Instagram, Google Ads and your website platform.

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# Google Analytics Practical Workshop

Learn how to start tracking leads, conversions and your customers online behaviour. Within the three-hour training session, we'll give you a hands-on tour of how to use Google Analytics across Audience, Acquisition, Behaviour and Conversions.

At the end of the session you'll have the knowledge and skill to identify insights, put measures and tracking in place to better understand your marketing activity and set process for future analysis.

## Who our workshops are for:

- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- Understanding Google Analytics for beginner through to intermediate
- Common terminology
- Account setup
- Event tracking
- Goal Setup
- Campaign tagging
- Best practice for SMEs and Brands
- Hands on exercise across – Audience, Acquisition, Behaviour and Conversions
- Agency tips and tricks

## Perks of the session:

- Morning Tea provided
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- Sessions held in the fabulous office spaces within the historic Federal Mills Park in Geelong.

## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular Google Analytics, Facebook, Instagram, Google Ads and your website platform.

## Any questions?

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# LinkedIn Practical Workshop

Learn tested strategies and techniques to better showcase your skills, expertise and networks. Build your personal or business brand and learn how to stand out with content amplification.

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- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- Understanding Google Analytics for beginner through to intermediate
- Common terminology
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## Perks of the session:

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## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular LinkedIn, Facebook, Instagram, Google Ads and your website platform.

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# Advanced Digital Marketing Masterclass

Take your digital marketing to the next level with an advanced workshop covering everything you need to enter the digital marketing space with confidence.

## Who our workshops are for:

- Marketing/Brand/PR Managers and Coordinators
- Digital Marketing Managers and Coordinators
- Small – medium sized business owners
- Start-up founder
- Marketing students/graduates

## What the workshop covers:

- Update on digital use across Australia
- The state of marketing; 2018 trends and the future
- Devising an effective measuring system – website & campaign tracking
- Defining your objectives
- Advanced user targeting and data sets
- Creating audience groups and nurture segments
- The state of marketing automation
- Agency tips and tricks

## Perks of the session:

- Lunch, Morning and Afternoon Tea provided
- Exclusive opportunity to ask questions and have discussions with one of our business directors, Matt Cowdell or Peter Clark.
- Sessions held in the fabulous office spaces within the historic Federal Mills Park in Geelong.

## What to bring:

- Your laptop
- All the passwords to your social and digital media accounts - in particular LinkedIn, Facebook, Instagram, Google Ads and your website platform.

## Any questions?

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