

## Workshop 1: Google

**Search volumes and respective positions** – Is number 1 really best?

**ppc v seo strategy** – what's right for your business?

**Click Vs conversions** – visitors or leads?

**Google my business & maps** – benefits and importance.

## Workshop 2: Social

**Changing trends on social** (increase usage of Instagram, stories, and video)

**Organic social posts** – what should your content strategy be?

**Audience engagement** - the changes within gender and age demographics.

## Workshop 3: Analytics

**Understanding key analytics KPIs and data pitfalls**

**Conversions and setting up your events**

**Customer profiling** – who actually is your customer?

**Simplified views** – Contact Centre - engagement at your fingertips.

**FREE** digital presence review also available all attendees.

**BIG NETWORKING**  
**EXPO**