

Chatterbox Marketing

Workshops

Start reaching your potential



Nothing can replace the knowledge and insight you have about your own business, industry and target audience. The goal of all Chatterbox Marketing Workshops is to provide the framework and tools to turn your ideas into strategies and your strategies into measurable actions.



Once Upon a Storytelling Workshop (NEW)

At Chatterbox, we like stories. After all, we call ourselves the 'ultimate conversation starters'. We also love helping people like you discover your stories to generate content and coverage across PR, social media, website and print publications.

Time: 3 hours



Social Media Marketing (Beginners)

The age of social media is upon us. Confused by how you should be using Facebook, Twitter, Instagram, SnapChat, LinkedIn or YouTube?

Choose one, two, three (or all!) of these platforms and we'll tailor a session for you and your team. You'll learn about (and dive into) the different platforms to understand which ones are best for your business. We'll walk you through the characteristics of an engaging post, how to target your audience and how to measure your social media success.

Time: 3 hours



Facebook Masterclass (UPDATED)

Already mastered the basics of Facebook? We'll take things to the next level in this Masterclass. Develop engaging posts for your audience, understand the benefits and dodge the pitfalls of Facebook advertising, include hashtags to improve your posts and use FB insights to strategically engage your audience.

Time: 3 hours



Instagram Masterclass (UPDATED)

Already mastered the basics of Instagram? Know how Boomerang works and got your favourite filters at the ready? Great! We'll take it to the next level in this Masterclass. Develop an understanding of how to create highly successful posts, understand the benefits and dodge the pitfalls of Instagram advertising.

Time: 3 hours



LinkedIn for Leaders (NEW)

LinkedIn is *THE* social network for businesses and professionals to connect with one other, find business tips and information. For organisations, there can be a boost to their reputation and ways to find quality staff. During the session, we'll unpack the best benefits for you and your organisation and show you how you can maximise your LinkedIn presence.

Time: 90 minutes



Can Social Media + Local Government = success? (NEW)

The age of social media is upon us and it's impacting Local Government in a big way. From customer service, community consultation to tourism and events, there's infinite possibilities. During the workshop, we'll bring you and your Local Government team up to speed on the latest trends, which channels are best for you, and how social media can help your team achieve your goals. We'll help you create an achievable 'to-do' list for you to make progress right away without being (too) overwhelmed!

Time: 4 hours



What's wrong with my website?

Your website is one of your most important selling tools for your business, right?

This workshop takes the time to review your website from a visitor perspective to find out what works (and more importantly what doesn't!)

You'll learn some simple tips to making your website more user friendly and gain an understanding of the importance of content management.

Time: 2 hours



Blogging for your business

Blogs are a great way to communicate to your audience on a regular basis and attract those customers who are engaged with your business, product or service.

This workshop will show you how to set up a blog, give you the basics to write engaging blog posts and techniques to share your blog and gaining followers.

Time: 3 hours



Content Marketing Masterclass

All of your online content - including blog posts, social media, podcasts and more – are helping to build an online picture of your business to your customers. During this Masterclass, we'll help you review the picture your business is painting online now and help you develop an awesome content marketing strategy that you can implement tomorrow.

Time: 3 hours



How to: Engage your database

If you're like most businesses, you've probably got databases (or excel spreadsheets!) lying around with names, email addresses and maybe phone numbers, that you simply don't know what to do with.

In this workshop, you'll learn about different electronic communication channels you can use to engage your database, understand the value of timeliness and develop messaging techniques, too.

Time: 4 hours



How to: Achieve PR & Marketing success for events

Every regions' calendar is jam packed with amazing events - so how do you get maximum exposure for your event? This workshop will give you the tools to promote your event/s both online and through traditional media.

You'll learn how to develop a PR plan and the importance of setting milestones in the lead up to your event and how to build a presence on social media. We'll also help you develop messages that capture the attention of both the media and your potential event attendees.

Time: 4 hours



Successful Marketing on a Shoestring Budget

Marketing can be daunting for any small business owners, especially with a small budget. We'll help you unlock some of the cost effective secrets to marketing your business to develop a simple marketing plan that you can implement immediately. You'll gain skills and gather tools that will make marketing your business easy.

Time: 3 hours



Advertising your tourism business

There are so many options for advertising your business – online, TV, radio, newspapers, magazines, brochures, guidebooks ... the list goes on!

This workshop will help take the confusion out of advertising, allowing you to make decisions that maximise exposure and get the best value for money.

Learn how to assess the value of advertising; build advertising into your annual marketing plan and budget; and create awesome ads.

Time: 4 hours

Need a more tailored solution to your workshop needs?

Chatterbox Marketing can do that too! We have run workshops for highly satisfied community groups, local Government, industry groups and individual businesses since 2010.

We cater for small intimate groups to large workshops and presentations for over 100 people.

Book Now...



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