

Engaging Virtually

Course Overview

With over 80% of Australian buyers shopping online, learning how to engage your clients and potential customers online is critical to building brand awareness and ensure you stay top of mind. But where do you start?

In this course, we show you how to create engagement through social media, landing pages and introduce simple and practical ways to pivot your business online, develop a course or build a membership site.

Learning Objectives

- Understand how to shift your business online
- Learn how to build customer engagement through digital platforms
- Build confidence to develop online offerings

Module 1: **Shifting your business online (coming soon)**
Pivoting your business online (coming soon)
Developing an Online Course (coming soon)
Creating a Membership Platform (coming soon)

Module 2: **Building Engagement (coming soon)**
Promoting your business online (coming soon)
Developing a Communications Strategy (coming soon)
Social Media Marketing
Creating a compelling offer (coming soon)
Driving Sales (coming soon)
Facebook Groups (coming soon)

Module 3: **Lead generation**
Developing a landing page
Email Marketing
E-Commerce Integrations (coming soon)
Creating a Membership Platform (coming soon)

Module 4: **Selling online (coming soon)**
Setting up an Online Store (coming soon)
Building a simple Website (coming soon)
Customer Engagement (coming soon)
Website Development (coming soon)
Business Integrations (coming soon)
Paid Advertising (coming soon)