



justenterprise

Just Enterprise: FREE Workshop for the Third Sector "De-Mystifying the Web" **Thursday 13th November, Dundee**

Ever wanted to know how the web works and how to get more from it? Today's economic climate is forcing social enterprises to become less grant dependent and more self-reliant so making your website work harder makes economic sense.

Who should Attend? This workshop is targeted at those enterprising third sector organisations that are either embarking on digital marketing for the first time or who want to get more from their existing efforts.

Learning Outcomes Delivered in a friendly, non-technical and informal style, the workshop explores the following key areas:

- Understand how the web channel works and why it has changed marketing forever
- What people see when visiting your website
- Why site design affects the level of donations
- How to get found by search engines and achieve a page 1 listing on Google
- Where to get a website for free
- Why email marketing?
- Why, when and how to blog
- How to assess whether social media is right for you
- Is my social media working?
- Is my social enterprise now an on line model?
- How do I get more from my digital marketing agency?

When & Where Thursday 13th November 2014 (9.30am to 4.00pm) – Number 10, Dundee Voluntary Action, 10 Constitution Road, Dundee, DD1 1LL

Cost **Free of charge** for members/staff of third sector organisations

How to Book Click [here](http://www.justenterprise.org/learning) to complete the on-line registration form or visit www.justenterprise.org/learning. Places are limited and are offered on a first come, first served basis so please book early to guarantee your place.