

Events International All CCS and Cross-sectoral COVID 19

Social Media for Creatives

CREATIVESUNITE

Co-funded by
the European Union

Creating a successful online presence

Online Event by Port Macquarie-Hastings Council.

2 timeslots on August 4th, 2021.

WHAT WILL YOU LEARN

In this workshop the speaker will explore different social media platforms and just who is using them, how to craft a compelling narrative that supports your brand, through to building trust with your audience to grow repeat business.

The growth of social media over the past decade has been phenomenal, and due to Covid has seen a 40% rise in usage. It has become a critical part of any small business' marketing mix. But the critical thing for creatives and artists is knowing just which platform best suits their audience, then knowing how to engage with them.

Content will cover 5 key areas:

Social media usage x various platforms
Understanding your ideal customer
Crafting your key value proposition to build a compelling narrative
Ways to build your reputation and trust
Working collaboratively: role of events and groups in raising your profile, selling work
As a small business, what you will learn:

Gain a deeper understanding of your customers and how they are using social media
Get tools to craft your key value proposition and customer persona
Learn by example - posts that engage with your audience, build your brand
Gain tips you can apply in your business immediately.

ABOUT THE PRESENTER

Robyn Simon - Digital Business Advisor at Northern Region Business Enterprise Centre

Robyn has more than 20 years' experience working with start-ups and established businesses in the retail, tourism, manufacturing, and creative industries. She is an avid studier of key trends (local, national, and global) and describes herself as a "solutions architect" who loves exploring innovative ways to help her clients market their products and services, especially through social media. Robyn works alongside small business operators in the Northern NSW area from Coffs Harbour to Tweed Heads, both in a one-on-one basis and through the delivery of digital workshops.

Reserve your seat here.