

**Informative & Interactive**  
**Webinars** to help you  
**stand out**

**Digital**  
**Marketing**

**101**

*Equipping you for this*  
*digital world!*  
**Webinar Series**

**Digital marketing is a constantly evolving field, and it can be difficult to keep up with all of the latest trends and best practices.**

**We will have a continuous series of Webinars to keep you up-to-date on new trends and practices, image & video dimensions, etc. Anything and everything related to digital marketing for your business.**

***Here are just a few of the topics we will discuss:***

**Social media marketing & Content creation**

- Introduction to social media marketing and its importance for new businesses
- Overview of popular social media platforms (e.g. Facebook, Instagram, LinkedIn, Twitter)
  - Tips for creating an effective social media marketing strategy
- Overview of free content marketing tools like Canva & Google Business Page
  - Tips for creating and promoting high-quality content

**SEO and online presence – Increasing your digital footprint**

- Introduction to SEO and the importance of having a strong online presence
- Overview of free SEO tools (e.g. Google Analytics, Keywords, Hashtags)
  - Tips for improving your website's SEO and online visibility

**Q&A session**

- Make a note of the things you want more information on and we will discuss it as a group
- Other relevant digital marketing topics will be covered in a follow-up session
  - Updated information of new trends in digital marketing and social media marketing will be available in our email newsletter so don't forget to sign up

**Everyone will receive a Complimentary PDF Checklist with links to Free Business Profile Platforms to increase your company's digital footprint to be found more easily online.**

*Upcoming webinar topics are: Using Adobe Acrobat Pro for multipage and fillable forms, how to create social media posts with links and bold text. Creating email signatures with links to your website and social media platforms.*

Any questions, please email Cindy at [info@mastergraphics.ca](mailto:info@mastergraphics.ca) or call or text 780-240-2267



Questionnaire for signup for  
**Digital Marketing 101 Webinar**  
Equipping you to market your business with confidence.

Please submit Questionnaire and Payment to [info@mastergraphics.ca](mailto:info@mastergraphics.ca) by 12 midnight on Monday, January 16<sup>th</sup>, 2023. Any questions or concerns, please call or text 780-240-2267.

Date

Name:

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Which topics are you interested in learning about during the webinar?

Do you have any specific questions that you would like to have addressed during the webinar?

Have you participated in a webinar before? If so, what was your experience?

**E-transfer payment of \$39 + GST = \$41.95 CA to [info@mastergraphics.ca](mailto:info@mastergraphics.ca). A receipt will be provided for tax purposes.**  
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