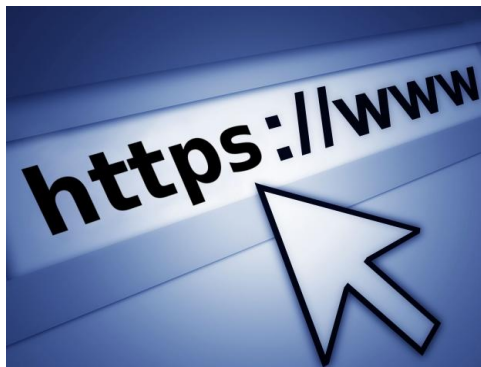


# DIY Digital Series – Full Day Workshop



## DIY Digital - Small Business Marketing

Typically, these full-day sessions consist of 10-25 business owners of varying industries coming together to learn DIY marketing strategies from a marketing expert.

Topics generally revolve around digital presence and marketing. The objective is to make business owners feel empowered, specifically in areas of **Website Development & Management** and **Facebook Marketing**.

## Content

The topics included are designed to empower businesses to:

- Build and host their own website in 120 minutes (or less)
- Manage ongoing content changes by themselves for less than 5 minutes a day
- Build and manage their own Facebook page.
- Build and manage their own Facebook Marketing campaign spending less than 5 hours per month

## Shriram Iyer

Shriram holds an MBA from the Melbourne Business School (considered widely as the leading B-school in the Asia-Pacific region) with a focus on marketing and strategy. His wide experience in the corporate sector has seen him work with over 1000 small-to-medium businesses during his time with Sensis and AGL. Shriram has a particular interest in digital marketing strategy and helps businesses develop and implement customer acquisition and customer retention strategies.



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