Business Connect

Funded by the NSW Government

Start or grow your business

Crafting Content

Thursday 21st May 2020, 10am-1:00pm

VENUE:
Webinar
Free

Creating a consistent content plan is a vital way of standing out and attracting attention through social media. If your best post was 3 months ago, then you will be forgotten.

Having a plan and being strategic in the areas you focus on, will not only help you stand out it will help you position your brand as the go-to expert in the mind of your customers.
This workshop will explore the different types of content that can be effective in telling your story and marketing your brand from photos, to video or to written communication.

In this practical workshop you will:

- Create an annual editorial plan
- Create a content framework that maps out what's in and out
- Assess different types of content styles (like video and photography) and examples of how they can be used successfully.
- Review of the different social platforms, including Instagram Stories.

Presenter: Kirryn Zerna is a keynote speaker masterclass presenter and author. She has worked with over 2,000 small businesses and entrepreneurs and was awarded the Kerrie Nairn Scholarship for an emerging speaker by professional Speakers Association. She has a masterclass of management and a graduate of the Australian Institute of Company Directors.

Business Connect is a dedicated and personalised NSW Government program that provides trusted advice to help you start or grow your small business.

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Find out more

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