



Adelaide Business Hub
Innovate & Grow

Marketing Basics - Hints & Tips to get the best results

In this workshop, Steve Davis will cover five important parts of marketing and give you practical activities to take back to your workplace

- Buyer personas: Take a fresh look who your most ideal customer is because this makes your marketing efforts easier and more effective.
- Digital marketing formula: We'll discuss the six things you need to put into place for your marketing, from websites to social media activity, as well as the most effective tool of all that few small businesses use.
- The big 5: There are five important topics you must cover in your marketing materials and most businesses ignore the most important one.
- Content ideas: All marketing needs words, pictures, and video and we'll discuss ways of making this easier to create.
- Promoting yourself: We'll finish by putting a simple plan together to make your marketing content work for you.

Steve Davis has worked with small businesses for 20 years and will break down each topic into some simple concepts with actions so you can start improving your marketing immediately..

Date: Monday 6th March 2023

Time: 10:30am – 2:30pm (Light Lunch Provided)

Cost: FREE

Location: Ceduna Foreshore Hotel, 32 O'Loughlin Terrace Ceduna

Register: [here](#)



Australian Government



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Australian Small Business
Advisory Services