

Digital marketing workshop for Cape Town SMEs

The GYB Group has launched a digital marketing workshop to provide SMEs with answers and practical solutions to enable these businesses' digital efforts to produce bottom-line results.



The first workshop will be held in Cape Town on 15 September 2014. The half day workshop covers common usability issues and how to fix them, SEO mistakes to avoid, basic dos and don'ts of Facebook and other social networks. It is facilitated by Paul Hobden who brings a wealth of local and international digital experience to the delegates, having managed some of South Africa's most popular websites, as well as having worked extensively in the SME market.

"This workshop is not about theory, but rather is about finding specific implementable solutions that SMEs can use to improve their digital efforts, and impact their bottom-line," says Hobden.

As an additional introductory offer, delegates will be able to submit their site for an analysis that will form the basis of the workshop, providing them with specific feedback about their business. "The analysis allows delegates to understand the issues, opportunities and advice in relation to their business. This means that they can take away specific actions that will positively affect their business."

Those who wish to attend the workshop can call Hobden on +27 (0) 82 699 3883 or email him at info@GYBgroup.co.za. For more information, go to www.gybgroup.co.za.

For more, visit: <https://www.bizcommunity.com>