



# TAKING YOUR BUSINESS TO FOREIGN SHORES

## Web Optimisation & Social Media Marketing Workshop 11 November 2014, Birmingham

West Midlands Business Export is pleased to invite new, inexperienced and experienced exporters to a **FREE** workshop in Birmingham on Tuesday 11 November 2014, specifically designed to help your business develop, grow and increase sales in the global digital marketplace.

### **Morning Session - Web Optimisation for International Trade - Doug Lawrence, Export Communications Consultant, UK Trade & Investment (UKTI)**

Attend this specialist workshop to learn the practical steps you can take to boost your international business performance online and use the web as a new channel for international markets. This workshop, led by an expert in international websites and effective communication, will provide hints and tips on free tools and leading-edge web techniques to structure, design and optimise your website for international visitors.

Find out how to ...

- Plan an international web strategy right from the start by targeting your international customers more effectively to increase your overseas sales
- Be visible on the international web, reach new global customers and increase the number of website enquiries from outside the UK
- Forge ahead of your competitors in global markets by ranking more highly in international search engines
- Write content that is understood by customers across the globe by localising your website

### **Afternoon Session - Introduction to Social Media Marketing - Hannah Steven, SEO Director, HeadRed**

There are over 1.8 billion active social media users in the world, with 36 million in the UK alone. Networking online presents a huge opportunity to expand and grow your business through reaching your audience where they are most active on the web. This workshop will provide you with an overview and introduction of the main networks (Facebook, Twitter, LinkedIn, Google+ Pinterest and Instagram) useful tools, analytics and tips on strategies to use to target international markets.

Find out how to ...

- Use tools and data available to research your industry, competitors, and audience both in the UK and internationally
- Create an effective social media marketing strategy and how to plan targeted, relevant content to attract your target market
- Use tools to make social media monitor and manage your social networks and the community you build
- Define clear goals and measure your performance with available tools

This **FREE** full day workshop will be held at De Vere Colmore Gate Birmingham from 9am – 4pm and includes a free buffet lunch. To book your priority place, please go to [www.wmbusinessexport.co.uk/newexporters](http://www.wmbusinessexport.co.uk/newexporters) contact [info@wmbusinessexport.co.uk](mailto:info@wmbusinessexport.co.uk) or call 02476 236406. Places are limited and are allocated on a first come first served basis so book early to avoid disappointment.

Funded by the European Regional Development Fund (ERDF) and managed by Coventry University Enterprises Ltd, the West Midlands (SME) Internationalisation Project is jointly delivered by UK Trade and Investment and West Midlands Chambers of Commerce and aims to increase the number and competitiveness of eligible West Midlands SMEs operating internationally.