

Glen Eira City Council Presents

DIGITAL PATHWAYS FOR BUSINESS



Made possible by the Metropolitan Partnership
Development Fund.



Course in review

Seminar twelve





OVERVIEW

1. Digital pathways
takeaways

2. Free tools to help
you on your journey

3. A crash course in writing
for the web

I. Know your brand.



I. DIGITAL PATHWAYS TAKEAWAYS



2. Know your audience.

3. Get the basics right first.





**4. Work within
your capacity.**

5. Don't panic!
Remember a lot of
digital marketing
advice out there
exists to sell you
something.



2. FREE RESOURCES TO CONTINUE ON YOUR JOURNEY

- [Canva](#) – Easy graphic design
- [Grammarly](#) – Integrated spelling and grammar support
- [Unsplash](#) – Royalty free images
- [Councils](#) – Glen Eira's Digital Masterclass Series
- [Google trends](#) – Insights into search trends
- [Pinterest](#) – Handy brand mood boarding tool
- [Hashtagify](#) – Search trending hashtags

3.A CRASH COURSE IN WRITING FOR THE WEB

1. **No one likes reading on the internet**
2. **Everything needs a heading**
3. **Write in chunks**
4. **Audience and purpose**
5. **Use a consistent writing style**
6. **Be mindful of platform conventions**

Webinar on how to

[Become your own content marketing expert](#)

Thank you and good luck!