

# Digital Marketing for Small Businesses – 3 Steps to Transforming Your Business Online

## FREE CAPACITY BUILDING WORKSHOP FOR GLASGOW BASED SME's & SOCIAL ENTERPRISES

GRREC Temporary Visitors Centre | 425 Polmadie Road | Glasgow | G42 0PJ

**Wednesday 21<sup>st</sup> October 2015 | 14:30 – 16:30 hrs**

Part of the FTSE 250 Pennon Group, Viridor is Scotland's leading recycling, renewable energy and sustainable waste partner. Working with 96% of Scottish local authorities, public bodies and Scotland's leading businesses, Viridor operates a £100m Scottish network of advanced recycling infrastructure and is investing £500m to translate Scottish zero waste policy into practice.

Viridor is working with Glasgow City Council to design, build finance and operate a European class modern recycling and renewable energy centre to better manage the city's 200,000 tonnes of residual waste that until now would have gone to landfill. The £154m project will deliver a broad range of opportunities for small businesses and social enterprises including a commitment to support a programme of capacity building workshops.

### Digital Marketing for Small Businesses: 3 steps to transforming your business online

This workshop will focus on:

- BUILD: Building your online presence through websites and social media
- ATTRACT: Choosing the right way to promote your business online
- ENGAGE: Developing your online community and keeping them engaged

**Delivered by Steve Lee from Tomorrow Design**, a Website Design and Digital Marketing company in Glasgow, Scotland who help businesses of all shapes and sizes to embrace digital to attract and engage new customers. *"Whether it's Website Design, Online Lead Generation, or Social Media Development, we'll work with you to create a digital strategy that's right for you and your budget"*

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