

Digital Ready Program – Topic Overview

Title	Description	Duration
What makes a great website	Learn about the concepts and elements behind what makes a website appealing and user-friendly as well as an effective sales tool for your business. This workshop looks at example industry websites as well as how consumers typically navigate a website. Other topics covered include keyword optimisation, the Australian Tourism Data Warehouse and measurement tools.	1½ hour
Online distribution and booking	Nowadays online distribution is an integral part of marketing your product. Understand how to distribute your product to the growing number of consumers who book their travel online. Learn how to find a suitable online booking system for your business type and how to integrate it into your business. You'll also learn how to make your product "bookable" on key distribution websites using Tourism Exchange Australia (TXA).	1-1½ hours
Increase your website traffic	This module explains what activities you can undertake to increase traffic to your website. Hear tips and ideas on search engine optimisation and marketing, email marketing, online advertising (including mobile advertising) and other online marketing tools. Importantly, you'll also learn how to track this activity and how well it performs for your business.	2 hours
Planning your online strategy (interactive)	This interactive workshop will help you set up a holistic online marketing strategy for your business. Ensure you are reaching your customers at the key stages of their planning and booking process. Understand how to plan your online activity to meet your business objectives.	2 hours
Social Media Platforms Beyond Facebook	Learn how to maximise social media platforms such as YouTube, Pinterest, Instagram, Google+, Foursquare, Twitter and TripAdvisor. Find out how these platforms can support your business and reach your customers. Through industry examples, you'll understand their benefits and suitability to your business.	1½-2 hours
Digital marketing for the China market	This module will help you learn how to attract Chinese independent travellers (non groups) via your website and online marketing activity. Designed for operators with experience in this market, the workshop provides information on what this segment is seeking online as well as tips on how to approach your online China strategy. Topics include web design and hosting, search engine marketing, social media and mobile.	2 hours
Writing for the web (interactive)	Did you know that people read 30-50% slower on screen than they do in printed articles? Learn how to write and optimise promotional copy writing for the web and understand how to differentiate your copy for each of your digital marketing channels. This workshop is interactive and you will work on your own copy writing.	2 hours
Maximise your mobile presence	Travellers' internet usage is heavily shifting toward mobile. This workshop will help you understand this trend and learn how to reach your customers on their mobile devices. Find out how customers are using mobile devices for research and while travelling, and what you need to optimise in order to have a successful mobile online presence.	1½-2 hours

Build your Facebook audience	Got a Facebook page but aren't sure how to make the most out of it? Understand how to effectively manage Facebook, Facebook apps and Facebook Ads to increase and engage your Fans. Learn also about the latest functions and features of Facebook. The workshop includes best practice examples plus tips on how to create a social media content strategy.	2-2½hours
Develop your online content (interactive)	Learn how to find, plan and set-up appealing online content for your audience, based on your digital strategy (as covered in Module 4, "Planning your Online Strategy"). This module helps you to understand what content appeals to your target audience. You'll also learn how to find content sources and ideas, create your own content strategy, and plan when and where to publish and distribute your stories. This workshop is interactive and you will work on your own content development.	2 hours
How to create shareable videos	The number of searches related to travel on YouTube has doubled in the past year. (Source: <i>YouTube, 2013</i>) This module helps you understand what kind of videos you can create that will appeal to your target audience and how you can capture these. It teaches you how to film, edit and upload footage easily with your smartphone or digital camera.	2 hours
How to work with a web developer (New)	The relationship with your web developer is important and you need to ensure it's an effective partnership. Learn how to find the right website developer for your business and how to put a great brief together which sets clear milestones and expectations. Also covered in the workshop are guidelines on contracting, IP rights, content and task responsibilities, CMS and hosting options.	1½ - 2 hours
Online distribution for Events (New)	Online distribution should be an integral part of your marketing activities for your event. Learn how to access new online distribution channels to increase your ticket sales. This workshop also covers distribution calculation and best practice examples.	1 hours
Online and social media marketing for Events (New)	Understand how to use online and social media opportunities to promote and sell your event. This workshop covers search engine optimisation and marketing, email marketing and social media (i.e. Facebook, Twitter, YouTube and photo sharing platforms). Learn how to track this activity and how well it performs for your event.	2 hours
Planning your online strategy for Events (New)	This interactive workshop will help you set up a holistic online marketing strategy for your event. Ensure you are reaching your visitors / participants at the key stages of their planning and booking process. Understand how to plan your online activity to meet your business objectives.	2 hours
How to maximise your participation in TEQ Digital Campaigns (New)	Learn how to optimise your TEQ campaign investment to get the best results possible. This workshop covers writing a compelling campaign ad, tips to help you convert customers to book, measuring the campaign's effectiveness and your ROI, and using digital technologies to back-up your campaign for maximum visibility. This is a practical workshop that aims to give you a drafted ad, a campaign deal and lots of ideas for driving traffic and converting visitors to your site.	2 ½ hours