

# Build Your Business Online Program

The Polaris Centre offers a range of services to give you the skills and confidence to Build Your Business Online. We'll help you make the right decisions to create an effective online presence and then work with you to grow it along with your business.

## Online Business Basics Workshop

Our Online Business Basics workshop will help you decide what are the most cost and time effective things you can do to establish an online presence for a new or established business. Held in a friendly classroom like atmosphere our Digital Business Advisor will use his experience as a business owner and long-time digital marketer to guide you through this most important phase of the online life of your business.

To maximize the benefit of the workshop each attendee gets a follow-up one hour coaching session with our Digital Business Advisor. This is great opportunity to focus and get valuable advice on a digital marketing problem that your business is having.

By appointment \$ POA

## Digital Business Workshop

Our digital business workshops are designed to be educational and leave you with real actionable advice to help grow the online presence of your business. These highly interactive one hour workshops will cover topics including Google Ads, Facebook Business Pages, search engine optimisation basics and effective social media posting strategies.

By appointment \$ POA

## Digital Business Mentoring

Our digital business advisor is available to mentor and coach you while you make real improvements to the online side of your business. The focus of the Digital Business Mentoring program is up to you and could include a top-to-toe audit of your website and associated improvements, rolling out a new Google Ads campaign, or developing a social media marketing/content development approach for your business.

Over the three month program, businesses benefit from:

- 6 hours of one to one mentoring/coaching
- Customised support to grow your business online

The program also begins with a complementary introductory session for free, so you will receive four months of support for the price of three.

Mentoring packages can also be purchased for 6 months (\$980.00 = 9 hours), 10 months (\$1,540 = 15 hours) and 10 months (\$3080.00 = 30 hours).

By appointment \$480 (for three months)