



Post COVID Recovery Pack

futurise
insights

Designed for Small and Medium business owners,
and entrepreneurs serious about reinventing their
business for COVID-19 and beyond.

Presented by

netStripes

In Association with



2 Must Attend Webinars to Empower Small Business Owners the Crucial Insights

In light of the disruption and social distancing caused by COVID-19, many small and medium businesses have been adversely affected, and in some cases, face closure.

Futurise Insights is designed to increase the digital knowledge and skills of business owners to help them reinvent and pivot their business model to continue providing services during this period and beyond.

The Webinars:

1. Digital Marketing in a Post COVID Era

A must attend webinar for smart business owners on how to reignite your digital marketing during these troubled times delivered by Dinesh De Silva.

2. Social Media Success Factors

Learn how to develop the right content for your ideal audience, understand how the algorithms work, how to use social media analytics to improve performance, and so much more!



[Learn more](#)



We will help you empower your business to overcome disruption and discover hidden opportunities to reinvent it for survival, growth and success.



Webinar 1

Digital Marketing in a Post COVID Era

These are unprecedented times for business owners and many are threatened due to the impact of COVID-19. It is no secret that every business must build a sustainable digital infrastructure to survive and even thrive in months to come.

Benefits for participating SMEs are enormous and justifying an investment in their growth will bring untold economic benefits to the country.

- // Understanding crucial changes in consumer behaviour.
- // Why small and medium businesses are not achieving desired results.
- // Digital Marketing - The Principles of Success
- // A Defined Process for Success Online
- // Key component of Digital Strategy
- // An insight into creating trust and credibility online
- // Key elements of a business website to creating trust and credibility
- // How to achieve your business goals in your 1st year of business
- // Lessons and Success Stories of Small and Medium Business
- // Continuous skills knowledge development

Pick a date that works for you

23rd JUL

[Register Here ↗](#)

30th JUL

[Register Here ↗](#)

20th AUG

[Register Here ↗](#)

27th AUG

[Register Here ↗](#)

Webinar 2

Social Media Success Factors

Social media is one of the most important marketing tools when it comes to reaching, engaging and promoting your business to your target markets. Whether you're just about to start your first social media campaign or you've been working on your pages for years, there's always more you can learn to improve your content and strategy.

- // Getting the fundamentals right
- // Getting your message right
- // Focusing on your Ideal Customer (right audience)
- // Key points to influence customer behaviour
- // Understand the platforms
- // Social Media Best Practices
- // Decision Based on data analytics, not opinion
- // Tips to outsmart the Algorithms
- // Facebook – Instagram - LinkedIn
- // Success Stories & Lessons

Pick a date that works for you

8th JUL

[Register Here](#)

6th AUG

[Register Here](#)

13th AUG

[Register Here](#)



netStripes

The Digital Specialists for Small Businesses

NetStripes' have been acclaimed as the digital specialist for Small and Medium Business in Australia by governments, industry associations and business chambers alike.

NetStripes' trusted and verified digital and marketing system has helped thousands of small and medium businesses create a digitally-sustainable infrastructure that provides tangible business results, while continuously adapting and evolving as successful digital businesses.

NetStripes holistic digital solutions incorporates, cutting edge knowledge development, strategy, innovative web technology and specialist digital expertise and guidance to empower businesses to overcome limitations and lead them toward enriched value creation; and in so doing, enhancing their financial, relationship, and intellectual capitals.

12,000+

Bizruption community

1 million+

Annual SMEs outreach

5,000+

Event attendees

4,000+

Digital advisory hours



futurise

insights

We will help you empower your business to overcome disruption and discover hidden opportunities to reinvent it for survival, growth and success.

Want to know more?

For further details on program schedules, pricing plans, and partner benefits, please contact Saadia De Silva

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