

# How insights give small businesses big growth

Digivizer running two free masterclass workshops as part of NSW Small Business Month, bringing together some of the best digital and business thinkers

18 September 2019: Digivizer, Australia's leading analytics technology and activations company, is running two masterclass events in Sydney as part of this October's NSW Small Business Month.

In partnership with Microsoft Reactor, Google, and a number of Australian CEOs and industry disruptors, Digivizer's CEO and co-founder Emma Lo Russo will facilitate both events.

"Our focus will be on what every business owner craves - practical insights and real-world, actionable plans that they can use to grow businesses faster, improve digital marketing ROI, and build the foundations for success," says Emma Lo Russo.

"Across Australia, recent Australian Bureau of Statistics data show medium businesses (those employing between 20 and 99 employees) contributed between 15% and 20% of the overall growth across all industry sectors and business sizes. We are passionate about giving them, and businesses of all sizes, the best tools and insights.

"Digivizer works with global multinationals such as Google, LinkedIn, Barilla, Optus and Lenovo, early-growth and medium-size businesses including real estate software company Rockend, and startups such as SuperFastDiet and Oh Crap!. One thing unites them all: they use digital marketing to generate better results, create exciting customer experiences, accelerate growth, and improve their ROI.

"These sessions will offer the audiences experts' insights into how to grow their businesses. We will share the latest trends in digital marketing, show owners how easy it is to continually measure, test and improve their marketing, and give them new tools and insights they can use in their own businesses."

Joining Digivizer will be some of the best business thinkers in Australia - including from Google, digital growth-hacker and disruptor Gavin Heaton, Carole-Anne Priest, lawyer & CEO of business insurer Imalia, Vanessa Giannos, CEO and founder of The HR Experts International, and Leanne Berry, Director of Love Your Numbers.

## Event details & registration

### 5 Easy Steps to Accelerate Your Business Growth through Digital Marketing

Thursday 24 October, 9am-12pm

Microsoft Reactor, Sydney

[Register at Eventbrite](#)

Delegates will learn how to set up a digital sales funnel, understand the role of each element in digital sales kits, learn how websites, social media, search and nurture programs integrate, and how to measure digital ROI.

### Unlocking the Big Success Secrets for Small Businesses

Wednesday 30 October, 9am-12pm,

Microsoft Reactor, Sydney

[Register at Eventbrite](#)

Delegates will learn to deploy and deliver better results around branding & marketing, people and culture, financials, managing risk, and hacking for growth.

Digivizer's real-time analytics platform will be part of both events. Delegates who attend the event and open a new Digivizer account will receive double the fee-free period, from 30 days to 60 days, with the past 30 days of data also included. Delegates will also go into a draw to win a Google Home.

## Media assets

Digivizer CEO and co-founder Emma Lo Russo will facilitate two masterclass workshops as part of the NSW Small Business Month, October 2019.

ENDS

## About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics company. Digivizer helps businesses measure the performance of their digital and social marketing investment across owned, earned and paid media. Businesses can then use these insights to make better business decisions and improve their marketing ROI.

Digivizer delivers its digital analytics platform as Software as a Service (SaaS), also supported by optional content, creative and media services. Digivizer plans start at US\$89 per month, with all plans offering the past 30 days of data immediately, and the first 30 days free (with delegates getting double the number of days of data fee-free).

Digivizer is an ad partner, development partner and technology partner to the major social and search platforms including Facebook (incorporating Instagram), Twitter, LinkedIn, Google (incorporating YouTube and Display), and Shopify.

## Contacts

Digivizer is at:

Twitter: <https://twitter.com/Digivizer>

Facebook: <https://www.facebook.com/Digivizer>

LinkedIn: <https://au.linkedin.com/company/digivizer>

Instagram: <https://www.instagram.com/Digivizer>

Web: [www.digivizer.com](http://www.digivizer.com)

For more information:

Alan Smith, Head of Strategic Business Communications, Digivizer.

Phone: +61 404 432 700. Email: [alan.smith@digivizer.com](mailto:alan.smith@digivizer.com). Twitter: @alansmithoz

## Contacts

Alan Smith

+61404432700

mailto: [alan.smith@digivizer.com](mailto:alan.smith@digivizer.com)