

New webinar from Digivizer: How to drive more sales online

Free online event will explain how to deliver more sales and lower cost per acquisition

Sydney, 22 October, 2020: As part of the NSW Government's Small Business Month, Digivizer is running a free webinar for businesses that will explain how to grow sales and lower costs using digital channels - including social, search and web.

The COVID-19 pandemic has sharpened the interest of many SMBs in digital marketing and online sales. According to Australia Post, August 2020 was the biggest month in Australian online shopping history. In the same month, online shopping grew over 85% year-on-year and between March and August 2020, over 8 million Australian households shopped online.

"We work with a number of businesses, and some have seen their online sales grow by as much as 250% over the past six months," says Emma Lo Russo, CEO and co-founder of Digivizer. "What has changed are customer habits. It is critical for every business to have a strong online presence, and a better understanding about how to drive cost-effective digital sales.

"This webinar will help any online business become better at driving their digital marketing by taking a data-driven approach to increasing sales, and lowering the cost to do this. We have designed an event that will take owners and marketers through the steps they can take to drive better cost-per-outcome and ultimately greater ROI for their digital marketing spend."

The webinar will feature Mike Barnett, Head of Sales for Shopify Plus in APAC, Digivizer Head of Digital Performance, Jordan Schofield and Digivizer Head of Digital Strategy, Brian Gibson.

They will share strategies for businesses to follow, using case studies backed by real-time data. The webinar will equip businesses with the skills and insights they need to grow online. Topics covered will include using social media and search campaigns to drive customer acquisition and sales, and how to build better online sales platforms and customer lifetime value.

Register at <https://www.eventbrite.com.au/e/do-you-want-to-drive-more-sales-online-tickets-125567274097>.

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About Digivizer

Digivizer, founded in 2010, is Australia's leading digital marketing analytics technology company. Digivizer helps businesses get better results from their digital marketing, across owned, earned and paid media, in search and social, and in web performance, by giving them the information they need to make better decisions and improve their marketing ROI.

Digivizer's digital insights are available through a Software as a Service (SaaS) platform affordable to any business, and if required, digital marketing services.

Digivizer is an ad., development and technology partner of Facebook, Instagram, Twitter, LinkedIn and Google, and is a marketing and agency partner of Google and Facebook. It is also a partner of start-up venture capital investors Investible and Remarkable, and of global online retail outlet platforms Shopify and BigCommerce.

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

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