

## ONLINE TRAINING



Now more than ever, brands are using increased downtime to upskill in training and ensure they have the right skill set in place to be up and running as we emerge from the pandemic. AMPLIFY@DruryPN have been working with our clients to design a range of bespoke online training modules geared towards social media and communications professionals.

Our focus is to enable internal teams to understand how best to manage their communications channels to produce results. Our training is bespoke to each and every organisation and will focus on specific examples of your business vertical. We cater to a variety of levels from complete beginner to advanced.

We offer a wide variety of digital training including digital and content strategy workshops, social media training and Google ads. Social media training can be platform specific and focus on LinkedIn, Instagram, Facebook or your preferred channel of choice. All sessions can be held online and recorded for use after the session.



### Social Media Training

We take you through your paces on social media, from simple post creation to social media and content strategy development and paid campaign management.



### Digital Strategy Workshop

This workshop is designed to enable your team to develop a bespoke digital strategy across multiple online channels.



### Content Strategy Workshop

This workshop is designed to formulate your key content pillars for communication across all your channels that results in a concrete content plan for your business.



### Google Ads

This training is designed to take you through the Google ads platform enabling you to set up your own search and display campaigns and measure for success.



**Nicky Crichton**

Brand Communications Lead



**Breana Cooper**

Creative Lead



**Rachel Gallagher**

Digital Director

Contact [AMPLIFY@DruryPN.ie](mailto:AMPLIFY@DruryPN.ie)

Tel: (01) 2605000