Australian Small Business Advisory Services (ASBAS) Digital Solutions

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What does ASBAS Digital Solutions provide?

Small businesses around Australia have access to individual support to grow their digital capabilities through the Australian Small Business Advisory Services (ASBAS) Digital Solutions program.

This Aust Govt program delivers highly subsidised, high quality, digital advisory services to small businesses across four priority digital capabilities:

• Websites and selling online
• Social media and digital marketing
• Using small business software
• Online security and data privacy
What digital areas can I get help with?

Program Priorities unpacked

Websites and selling online
- Choosing an appropriate online presence
- Creating and managing a website
- Assessing opportunities for online sales
- Finding the right expertise

Social media and digital marketing
- Choosing an appropriate social media presence
- Creating a social media account and content
- Developing digital marketing strategies for social media and web-based advertising
- Finding the right expertise

Using small business software
- Choosing the right software for managing sales, accounts and payroll, and customer relationships
- Maximising the benefits of management software
- Finding the right expertise

Online security and data privacy
- Assessing and managing cyber security threats
- Meeting customer data privacy obligations
- Protecting customer data
- Finding the right expertise
Who can benefit?

Small businesses with up to 19 full-time (or equivalent) employees as well as sole traders, family businesses and startups with an ABN can access ASBAS Digital Solutions services, at a highly subsidised rate, across all metropolitan and regional areas of Australia.
How can I access these Digital Solutions for my business?

The program is presented by a team of experienced and qualified digital advisors across Queensland who can provide you with advisory services via one-on-one consultations or “virtual” workshops (webinars) – delivered anywhere on-line.

The services include an assessment of your business’s needs, a tailored digital engagement plan, and advisory support in relation to one or more of the 4 priority digital capabilities.
• https://www.employment.gov.au/videos/chozen-one?fbclid=IwAR0lZeFikUV27_IgNlozn00BzmknVwOcexeS2jSeZLq1_cZeyg665ZpHmLg
What do the services *cost?

ONE ON ONE CONSULTATIONS: FIRST SESSION $44, 2ND AND SUBSEQUENT SESSIONS $66

FACE TO FACE WORKSHOPS: $33

VIRTUAL WORKSHOPS (OR WEBINARS): $16.50

*Plus booking fee
New ASBAS Digital promotion coming in November

Are you ready to get digital?

This November, we will be delivering industry experts to your living room or office for just $2 in our virtual workshop series.

Learn skills like how to utilise social media effectively, improve your website or enhance your cyber security with Australia’s leading digital experts.
How to get involved with ASBAS Digital Solutions

Visit our website asbas.rdabrisbane.org.au
Join our Facebook page https://www.facebook.com/ASBASDigitalQld/
For more information contact:

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