



新加坡金钻珠宝商会  
SINGAPORE JEWELLERS ASSOCIATION

12<sup>nd</sup> June 2021

Dear Members,

## **" BOOST WITH FACEBOOK" : ENABLING SMES IN THE DIGITAL AGE**

Facebook Singapore, in partnership with SGTech, is introducing *Boost with Facebook*. This is a new programme aimed at helping small, local businesses to grow while equipping more entrepreneurs with the digital skills essential for competing in the new economy. It includes free educational workshops, live panel sessions, one-on-one clinics and training by top ecosystem partners like Canva, OFFEO, SHOPLINE, and EasyStore. The training will cover key topics such as :

1. Understanding your Facebook and Instagram business pages
2. How to use creative content tools in marketing
3. Learn more about e-Commerce

Please refer to the attached EDM for more details. We encourage you to sign up for the webinars to discover more!

Thank you for your kind attention.

Regards,

Singapore Jewellers Association



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SINGAPORE JEWELLERS ASSOCIATION

2021年6月12日

致：全体会员

## **“BOOST WITH FACEBOOK”：借助面簿推动中小企业数码化**

Facebook Singapore 与 SGTech 合作推出“Boost with Facebook”计划。这是一项新计划，旨在帮助本地小型企业的成长，同时为更多企业栽培在新经济领域竞争中不可或缺的数码技能。它将包括提供免费的教育工作坊、现场小组会议、一对一咨询，以及由 Canva、OFFEO、SHOPLINE 和 EasyStore 等顶级系统合作伙伴提供培训。培训的内容涵盖以下课题：

1. 了解您的 Facebook 和 Instagram 生意网页
2. 如何在运用创意内容进行市场营销
3. 了解更多有关电子商务的信息

有关详细信息，请参阅随函附上的文件。本会鼓励您注册参与网络研讨会，以了解更多新技能！

感谢您的关注！

新加坡金钻珠宝商会

# Enabling SMEs in the Digital Age



Free Trainings



## Who Should Attend

SMEs in the F&B, Retail and Tourism Industry

Facebook Singapore in partnership with SGTech is introducing **Boost with Facebook**, a new programme to help Singapore small businesses grow and to equip more entrepreneurs with the digital skills they need to compete in the new economy.

It will include **FREE** educational workshops, live panel sessions, one-on-one clinics and training by top ecosystem partners like Canva, OFFEO, SHOPLINE, and EasyStore. These workshops and webinars are designed to empower local businesses and communities with digital skills that can help them engage successfully.

The trainings will cover key topics such as understanding your Facebook and Instagram business page, using creative content tools, and learn more about e-commerce.

**Growth Hacking Your eCommerce Store with Digital Marketing**

16 June 2021 | 2:00PM - 3:00PM | Webinar

### Growth Hacking Your eCommerce Store with Digital Marketing

This webinar will cover the fundamentals of digital marketing, latest marketing trends and concepts, eCommerce growth hacking strategies, and how modern marketers drive successful campaigns using content, social media, SEO, email, and more.

REGISTER

**Capture Additional Sales with Multichannel Sales Strategy**

23 June 2021 | 2:00PM - 3:00PM | Webinar

### Capture Additional Sales with Multichannel Sales Strategy

This webinar will cover how to build a multichannel sales strategy to create a seamless shopping experience for your customers and the tools that help you to simplify the buying process.

REGISTER

**SMB Bootcamp: Social Media Marketing**

7 July 2021 | 2:00PM - 3:00PM | Webinar

### SMB Bootcamp: Social Media Marketing

This module, in partnership with Canva provide you both best practices and practical tips for building your brand, designing ads that work, and working with your teams online to create always-on content that helps you stay top of mind.

REGISTER

**OFFEO School: Vertical Storytelling**

14 July 2021 | 2:00PM - 3:30PM | Webinar

### OFFEO School: Vertical Storytelling

This webinar will share proven tips and inspiration of vertical storytelling, as well as practical training on how to use OFFEO to create engaging Stories.

REGISTER

**Building an Effective Advertising Strategy**

21 July 2021 | 2:00PM - 3:00PM | Webinar

### Building an Effective Advertising Strategy

This module will cover how to define your advertising goals and objectives, reach your target audience at the right time and place, and learn to measure a successful advertising campaign.

REGISTER

**Scaling Your Business with Ads Manager**

28 July 2021 | 2:00PM - 3:00PM | Webinar

### Scaling Your Business with Ads Manager

Save time and money with Ads Manager. Learn how Ads Manager is your one-stop tool to create, publish and purchase ads across Facebook, Instagram, Messenger or Audience.

REGISTER

Please click [here](#) to see the full list of workshops available.

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