



LINKING ENTREPRENEURS IN
ANTRIM AND NEWTOWNABBEY

The LEAN Network is delighted to invite your business to

How To Optimise Your YouTube Channel

Tuesday 21 January 2020, 6-9pm

Is your YouTube Channel not generating leads or attracting views?
Not sure what to do with your content after it has been uploaded?

Then this workshop is for you and your business.

YouTube is the second biggest search engine in the world however it often gets overlooked and dismissed as unimportant. With over 1.5 billion hours watched within YouTube every day, you cannot not afford to miss out!

This workshop aims to support you once your content is created. We will show you how to optimise your videos, embed them into your website, rank them and ensure that they are being found and enjoyed. Search engine optimisation is just as important on your videos as it is on your website, we will take you through the steps and show you free tips and tools to ensure you are getting a maximum return on investment for your time and efforts.



Speaker Michelle Connolly runs the Content Marketing Agency ProfileTree. She specialises in video production and marketing as well as creating interesting and engaging content. With an expertise in search engine optimisation she focuses on developing digital strategies and building brands online. She has worked with a massive range of clients from SME's to the National Trust. On her own YouTube channels Michelle has generated over 3 million views in the past 18 months.

Venue: Antrim Civic Centre, 50 Stiles Way, Antrim, BT41 2UB

Cost: Free Event (dinner included)

Booking: Email events@antrimandnewtownabbey.gov.uk including name, business name and location or telephone Kim on 02890 340434

The LEAN How To Workshop Series Continues....

Recruit The First Or The Best

Labour Relations Agency, Stephen Smyth
& Sandra Young
11 Feb 20, 9am-3pm
Mossley Mill

Utilise Influencer Marketing

Niamh Taylor, Digital24
10 Mar 20, 9.30am-12.30pm
Old Courthouse

Interested in attending?

Phone Kim on 02890 340434 or email including name, business name and location events@antrimandnewtownabbey.gov.uk

You can register for one or more of the workshops but please book early to avoid disappointment. Due to the interactive format of this workshop places will be limited to Antrim and Newtownabbey businesses.