

Digify Pro StartUp

Facebook Africa and Livity Africa are on a mission to digify businesses owned by young people through Digify PRO StartUp. The programme is aimed at helping youth-enterprises become competitive - through digital skills, in particular, understanding Facebook and Instagram as business tools.

With over 14 million users in South Africa, Facebook is the biggest online community, with an increasing number of its members making real-time buying decisions through the site. This makes taking your business digital an important part of your marketing, growth and bottom line.

About Digify PRO StartUp

Livity is on the hunt for young entrepreneurs who are hungry to take their business to the next level. Using Facebook's platform and tools such as Blueprint, Facebook's e-learning platform, entrepreneurs will benefit from an integrated training approach that bridges technology and skills around strategy, branding, social media, content creation, advertising and analytics.

Digify PRO StartUp will show you how to:

- Develop your brand strategy
- Effectively build your online community and connect with customers through Facebook business pages
- Use Insights and Analytics to hone your sales and marketing strategy.
- Create truly engaging content and run successful advertising campaigns
- Develop your presentation skills and confidence

Applications are now open.

Digify PRO StartUp will run for eight weeks starting 16 October 2017, with classes held on Monday, Wednesday, and Friday from 10am to 3pm at Livity Africa offices in Braamfontein. To qualify, your business must be registered and operational. You must also be able to show how going digital will boost your business. [Apply here](#).

Applications close on 29 September 2017.

Date: 16 October 2017

Venue: Livity Africa, Braamfontein, Johannesburg

For more, visit: <https://www.bizcommunity.com>