



# MASTER YOUR DIGITAL SKILLS

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**Open data in marketing –  
How do I take advantage  
of free visibility?**

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Data Analytics, data literacy & data driven decisions

*Robocoast*

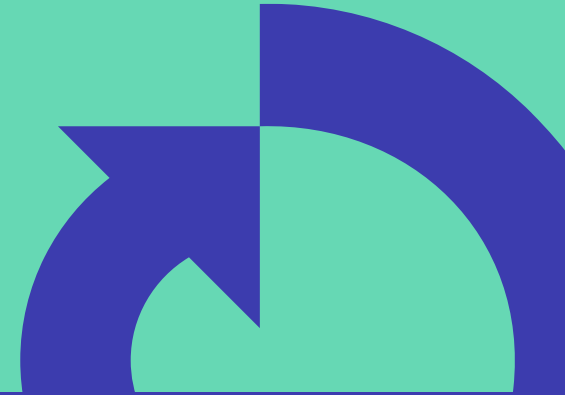


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# COURSE OVERVIEW

In the training, we learn in a practical way how to maintain your company's data in the international open geospatial service Open Street Map (OSM). When the information is up to date, your business can appear in countless online services and mobile apps. This is how you maximize your company's digital visibility! Today, it's just as important to maintain data in OSM as it is in Google Map.



## OUR GOALS

1. Participants will understand the concept of open data and its role in supporting the digital visibility and marketing of SMEs.
2. The training equips participants with the skills to utilise open data free of charge in developing their company's digital visibility.
3. Participants learn how to effectively maintain business data in Open Street Map, which enhances the company's visibility in geospatial services.

# COURSE DESCRIPTION

SMEs should learn to utilise open data, as it enables them to gain free visibility in various digital services. This is especially profitable now that competition in social media advertising, for example, is intensifying and prices are rising.

- **Leveraging open data for SMEs**
- **The importance of free visibility in digital services**
- **Increased competition in social media advertising**
- **Training on using Open Street Map to maintain your listing**
- **Maximising digital visibility with open data**
- **The importance of OSM for the visibility of companies**



# COURSE INFO

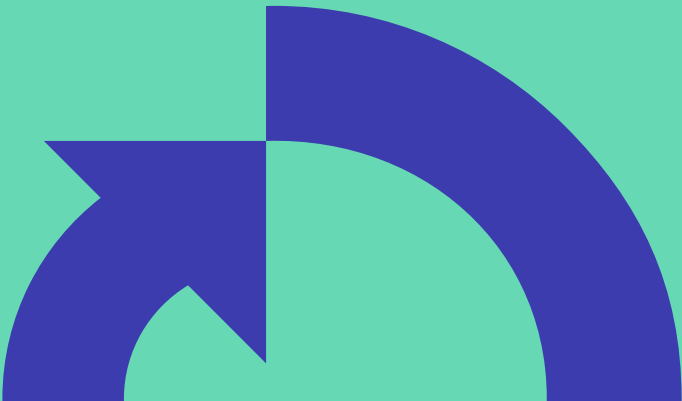
<b>Location</b>	<b>Online, Microsoft Teams</b>
<b>Date</b>	<b>15.05.2024</b>
<b>Time</b>	<b>8:00-9:00</b>
<b>Duration</b>	<b>1 hour</b>
<b>Cost</b>	<b>Participation is fully funded by the European Union, within the framework of the Level Up project.</b>



# Susanna Lahtinen

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Susanna Lahtinen, CEO of CYF Digital, is an expert in digital marketing and open data. Her goal is to promote the digital marketing skills of SMEs and help utilise easy-to-use and free ways to promote the visibility of companies.



# **Level Up**



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