

Training: Improving Digital Skills for Main Street Small Businesses

As part of Digital Main Street, OBIAA and Camp Tech will deliver a set of four FREE digital skills workshops to you, Ontario's small main street businesses.

Two ways to participate:

1. **In person** through your local BIA or municipality. Check obiaa.com/training to see the upcoming schedule and register for a FREE workshop near you.
2. **Online** on your preferred device. All you need is a fast internet connection and free webinar software (download details will be provided). See the upcoming webinar schedule and book your FREE spot at obiaa.com/training.

Choose from four practical and fun digital skills workshops:

SMALL BUSINESS WEBSITES 101

There is a lot to consider when you're building a new website or redesigning an existing one. This beginner workshop covers everything you need to know, from choosing and registering a domain name, to building the website itself, to making sure it's secure. You'll learn:

- What a domain name is and how to register the right one(s) for your business.
- How to get an email address that matches your domain name.
- How to comply with the Accessibility for Ontarians with Disabilities Act (AODA) with a fast, accessible, and mobile-friendly website.
- What to consider when choosing a website platform such as WordPress, Shopify, or Squarespace.
- How to set up an online store, how to accept payments online and other e-commerce fundamentals.
- How to make a website secure and back it up regularly.
- What you can do yourself and when to hire a pro.

SEO FUNDAMENTALS

You have a website, but how do customers find it? You need to drive traffic to your website by making sure your business shows up on Google when customers search. This beginner workshop will teach you how to optimize your website and digital presence for Google without costing you money. You'll learn:

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- What Search Engine Optimization (SEO) is and how Google and other search engines work.
- How to successfully conduct keyword research so you can choose which keywords will attract the right website visitors.
- How to write website content with Google in mind, and how to leverage different types of content to generate the best search engine results.
- How listing and ranking websites can increase your SEO power.
- How to use social media and links from other websites to improve your Google ranking.
- How to measure your SEO efforts to see what's working and what's not.

SOCIAL MEDIA FOR SMALL BUSINESS

Social media can be a very powerful tool for business growth, but before you can leverage it, you need to know what it is and how it works. In this fun and interactive workshop, we'll look at the basics of today's popular social media channels — including Facebook, YouTube, Twitter, Instagram, LinkedIn, and Pinterest — and decide which are right for you. You'll develop a social media plan that will drive business results without a big investment of time and energy. You'll learn:

- How other small businesses have built their brands on each social media channel, picking up tips and inspiration for your own social media activities.
- What likes, hashtags, shares and retweets are, and how and when to use them.
- How to determine the right content and tone for your business's social media posts, and the right time and frequency to post them.
- How to develop an editorial calendar, with tips for scheduling and automation.
- How to analyze social media metrics and determine which ones to focus on for your business goals.

MAXIMIZING YOUR ONLINE ADVERTISING AND DIGITAL MARKETING BUDGET

You don't need a big budget to get noticed on the web — you just need creativity! Savvy businesses are using bootstrap digital marketing techniques to amplify their message online. In this hands-on workshop, you'll learn the tricks and tools needed to market your business effectively on a shoestring budget. You'll learn:

- How to create a basic online marketing strategy and measurement plan that fits your business size and goals.
- Why email marketing can be a powerful and cost-effective way to grow your business.
- How to get people to sign up for an email list while following best practices and the Canadian Anti Spam Legislation (CASL).
- How to take advantage of influencer marketing, affiliate marketing, and other ways to generate word-of-mouth.
- How to advertise cost-effectively through Google ads, Facebook ads, and other ad networks.
- What free or low-cost graphic design tools to use to create eye-catching online ads.

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