



Training: Improving Digital Skills for Main Street Small Businesses

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

Two ways to participate:

- 1 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.
- 2 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.

Choose from eight practical and fun digital skills workshops:



SMALL BUSINESS WEBSITES 101

There is a great deal to consider when you are 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 is secure.

You will 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 connect your business to customer searches on Google and how to optimize your website and digital presence for Google, without costing you money.

You will learn:

- 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 is working and what is not.



SOCIAL MEDIA FOR SMALL BUSINESS

Social media can be a very powerful tool for business growth, but first you need to know what it is and how it works. In this fun and interactive workshop, we will 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 will develop a social media plan that will drive business results without a big investment of time and energy.

You will 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 do not 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 will learn the tricks and tools needed to market your business effectively on a shoestring budget.

You will learn:

- How to create a basic online marketing strategy and measurement plan that fits for 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.



ECOMMERCE OPTIONS FOR SMALL BUSINESS

It has never been easier for small businesses to dip their toes into the world of ecommerce. Discover the fundamentals of selling online in this webinar that is perfect for ecommerce beginners.

You will learn:

- How to add ecommerce functionality to an existing website
- How to sell through a third-party marketplace
- How to build your whole website as an online store
- What your options are for payment gateways and fees
- How to integrate your online store to other digital systems like accounting and shipping





GOOGLE ANALYTICS FOR SMALL BUSINESS

Ever wondered who is visiting your website, and what they are doing there? Google Analytics can tell you all of that and more. Discover the fundamentals of Google Analytics in this beginner-level webinar.

You will learn:

- How to connect your website to Google Analytics
- How to set up Google Analytics properly to filter out irrelevant traffic
- How to create custom views and set goals within Google Analytics
- How to generate 5 key reports to let you know how your website is performing
- How to configure Google Analytics to automatically send you reports



FACEBOOK AND INSTAGRAM ADVERTISING ON A SMALL BUDGET

Whether you have \$0, \$50, or \$100 a month to spend on Facebook and Instagram, you can still reach your target customers and clients. Discover some creative ways to do so in this beginner-level webinar.

You will learn:

- How the Facebook and Instagram algorithms work, so your content can cut through and be seen, even without spending money
- How to decide when to boost a post, and how much to spend
- What your options are for advertising on Facebook and Instagram
- How to target your ads to your ideal customer or client based on demographics, geographic area, and more
- How to create successful written copy and imagery for Facebook and Instagram ads





SMALL BUSINESS DATA PRIVACY AND THE LAW

Most small businesses do not have onsite IT departments, but that does not mean you are off the hook when it comes to keeping your customer and client data secure. Discover how to do so effectively and safely in this beginner-level webinar.

You will learn:

- How to prevent three of the biggest threats to data privacy (phishing, data breaches, and malware)
- How to get your whole team to practice digital hygiene so your office is safe
- What the data privacy and security laws are in Canada and the rest of the world
- How to create a privacy policy and a privacy plan to share with your team and your customers
- How to make sure your digital marketing is permission-based, and in compliance with the law

