

Tuesday, February 4, 2025

The Importance of Paid Advertising in a Digital Space | Digital Main Street

Date and Time: Tuesday, February 4 10:00 am - 11:30 am

Address: Online, Zoom

Advertising in the digital space can be complicated, especially with different ad formats, multiple platforms, budgeting, and running your own business! If you are not sure where to begin, or are confused on what kind of ad to run, this session is for you!

In this webinar, the Digital Service Squad from Toronto will share key insights into Google Ads, Facebook Ads, and Instagram Ads.

You will learn about:

- Google Ads
- Facebook ads
- Facebook pixel
- Instagram ads
- Targeting audiences
- Which ads to run for your business
- Key terminology in ad platforms

Join us to learn why you should consider paid advertising for your business and how you can easily get started.

Register in advance on Zoom for this meeting:

https://us02web.zoom.us/meeting/register/tZMud-2upzooGNbuZG5fAsg_puRngK56r2cV

After registering, you will receive a confirmation email containing information about joining the meeting.

Thursday, February 6, 2025

Maximizing Social Media: Platforms and Analytics for Business Growth | Digital Skills for Business

Date and Time: Thursday, February 6 10:00 am - 11:30 am

Address: YSpace Georgina at 1 Market St, Georgina, ON L0E

Maximizing Social Media: Platforms and Analytics for Business Growth

Join us in person at YSpace Georgina for an engaging session on leveraging social media to drive business growth. Geraldine Gerardo will share practical strategies to make your website and digital content more effective,

helping you connect with your audience and achieve your business goals.

Why Attend?

- Learn actionable social media strategies
- Understand how to analyze and optimize your digital content
- Network with local business owners and entrepreneurs

Registration Details

Spaces are limited! Register early to secure your spot. A confirmation email with event details will be sent closer to the date.

Tuesday, February 11, 2025

Optimizing for Search Engines - Understanding SEO Basics | Digital Main Street

Date and Time: Tuesday, February 11 10:00 am - 11:30 pm

Address: Online, Zoom

Often you will hear about needing to optimize for search engines or SEO. But what is it, and how does it impact your digital presence?

In this webinar, the Digital Service Squad will explain search engine optimization and the best tactics you as a business can use towards increasing your ranking in the search engine result pages.

What you will learn:

- What is SEO?
- Importance of keywords
- Copywriting for SEO
- On-page tactics
- Off-page tactics
- Technical SEO
- Auditing your website for search engines

Join us to learn why you should consider e-commerce for your business and how you can easily get started.

To join this webinar – you must register on Zoom here:

<https://us02web.zoom.us/meeting/register/tZEudeihrD8jGtGSgG3jommaikhj6ydAKev8>

Thursday, February 13, 2025

Hidden Gems: Library Online Resources to Boost Your Business | Digital Skills for Business

Date and Time: Thursday, February 13 10:00 am - 11:30 am

Welcome to **Hidden Gems: Library Online Resources to Boost Your Business!**

In today's fast-paced business environment, leveraging the right tools can make all the difference. This session is designed to help business professionals harness the power of LinkedIn for professional development and career growth.

Whether you are a small business owner, a corporate professional, or an entrepreneur, this session will equip you with actionable strategies to make the most of digital resources.

Join us to unlock the full potential of LinkedIn Learning and other online platforms to achieve your business goals.

Facilitated by: Ruth Berry, eServices Library Technician at Georgina Public Library

Join us at **YSpace Georgina** for an exciting event.

*Please be aware that our in-person events have limited capacity. Upon registering, you will receive a confirmation email with event details closer to the event date. Be sure to secure your spot early!

Driving Digital Success: Strategies for Small Businesses to Succeed Online | Digital Main Street

Date and Time: Thursday, February 13 11:30 am - 12:30 pm

Address: Online, Zoom

In this webinar, we will explore essential digital strategies to attract more customers and drive growth for your small business.

As the world shifts towards digitalization, it's no longer a matter of "if" but "how well."

In this webinar, delivered by Digital Main Street, we'll explore essential digital strategies for attracting more customers and driving growth for your small business.

You will gain insights into key themes and trends crucial for building your online presence. We'll show you how to attract and keep more customers by building an authentic community, enabling personalization, staying at the forefront of innovation and more.

To register for this free webinar;

1. Click [here](#) or click the BOOK NOW button above.
2. Register through Eventbrite (if you have an Eventbrite account, please use the email address associated with that account).
3. If you have not yet made an Eventbrite account, you will be prompted to do so.
4. Access the Zoom meeting link from the Eventbrite online event page.

Tuesday, February 18, 2025

Email Marketing for Small Businesses: Developing A Successful Email Marketing

Strategy | Digital Main Street

Date and Time: Tuesday, February 18 10:00 am - 11:30 am

Address: Online, Zoom

In the busy space of the digital world, connecting with your business through the noise is significant to having online success. Despite being around for so many years, email marketing is still a powerful tool to engage with your audience.

In this webinar, the Toronto Digital Service Squad will teach you the basics to email marketing, to help you create high quality and targeted emails to send to your subscribers. You'll finish this session feeling confident in your email marketing strategy in the digital world.

What you will learn:

- How to create segmented audiences
- How to write compelling subject lines
- How to create a strong email body
- How to utilize automations
- Various platforms that can assist in email marketing
- And more!

Use this link to register: <https://us02web.zoom.us/meeting/register/tZwpfumrrjItE9xbDu1-K-nV1gmBHywPNvBq>

Thursday, February 20, 2025

Do I Really Need a Bookkeeper or an Accountant? | South Lake Futures

Date and Time: Thursday, February 20 10:30 am - 12:00 pm

Address: South Lake Futures at 183 The Queensway South, Keswick, ON L4P 2A3

Do I really need a Bookkeeper or an Accountant?

Are you unsure if you're recording your business activities correctly?

Wondering if a Bookkeeper or Accountant can truly make a difference for you and your business?

Join us in-person at 183 The Queensway S or online for an engaging discussion on whether you need a bookkeeper or accountant. Learn the key differences between these two roles, the benefits they offer, and how they can help your business grow and thrive.

Don't miss this valuable opportunity to get the insights you need to take your business to the next level!

Tuesday, February 25, 2025

Web Presence 101 - Ensuring Your Foundation is Set | Digital Main Street

Date and Time: Tuesday, February 25 10:00 am - 11:30 am

Address: Online, Zoom

Your customers are on the web. Having a strategy for your online presence allows you to market your small business online so customers can easily find you. In this workshop hosted by the Toronto Digital Service Squad we'll discuss the importance of getting your business online and where to start with developing your online presence.

What you will learn:

- What is web presence and what platforms you can use to set up your website
- How to create a professionally-designed, responsive website for your business
- How to optimize website content to improve your search engine ranking (SEO)
- Setting up your Google My Business listing and other online directories
- Getting started with social media
- How email marketing can grow your business and encourage repeat customers
- Developing a cohesive brand voice online
- Engaging with customers virtually and building relationships on the web

Join us to learn how to build the foundation for your business' web presence.

You will need to ensure you register on Zoom as well, the link is here: <https://us02web.zoom.us/j/84461212693>

Thursday, February 27, 2025

Business Peer-to-Peer | YSpace x TechConnex

Date and Time: Thursday, February 27 9:00 am - 10:30 am

Address: Judah Doane House at 19040 Leslie Street, Sharon, ON, L0G 1V0

Each month, YSpace and TechConnex host a **Peer-to-Peer group** tailored to the needs of our local businesses. We bring in expert speakers and cover new topics every, focusing on strategies and insights to help you succeed.

When and Where:

- Meetings happen on the **last Thursday of each month**
- We rotate locations between **East Gwillimbury** (19040 Leslie Street) and **Georgina** (1 Market Street)

Why Attend?

- Connect in person with **TechConnex**, **YSpace**, and local entrepreneurs
- Share ideas, learn strategies, and exchange tips with fellow business leaders
- Explore tools and techniques to grow your business

Exclusive Perks:

Regular attendees gain access to the **TechConnex network and resources**, offering additional support for your business goals.

Don't miss this opportunity to connect with your community, gain valuable insights, and take your business to the next level!

Launch a Successful Social Media Campaign for Your Small Business | Digital Main Street

Date and Time: Thursday, February 27 11:30 am - 12:30 pm

Address: Online, Zoom

This webinar is designed specifically for small business owners who want to create impactful, results-driven social media campaigns!

Successful social media marketing campaigns are a powerful way for small businesses to connect with customers, drive sales, and build lasting brand loyalty. However, without a solid marketing plan, it's easy to feel overwhelmed by the challenges of executing a successful campaign. This webinar offers the solution—a step-by-step structured timeline designed to guide you through planning, creating, and execution of an engaging social media campaign.

This webinar is designed specifically for small business owners who want to create impactful, results-driven social media campaigns—without the need for big budgets or outside help. Using a conceptual example of a local retail store, we'll showcase actionable strategies and creative content ideas that you can easily adapt to your business.

What you will gain insight into:

- **How to Plan Like a Pro:** Set achievable goals, understand your audience's needs and pain points, and pick the right platforms for your message.
- **Creative Content Made Simple:** Develop visually engaging content that connects with your customers and highlights your offerings.
- **Building Hype and Engagement:** Use teasers, interactive polls, and engaging posts to create excitement and drive traffic.
- **Tracking and Adjusting for Success:** Learn how to monitor your results and adapt your strategy to maximize impact.

To register for this free webinar;

1. **Click here or click the BOOK NOW button above.**
2. **Register through Eventbrite** (*if you have an Eventbrite account, please use the email address associated with that account*).
3. *If you have not yet made an Eventbrite account, you will be prompted to do so.*
4. **Access the Zoom meeting link from the Eventbrite online event page.**

<https://calendar.advantageeg.ca>