

# YORK REGION DIGITAL SERVICE SQUAD D | S | S

A **FREE** resource for your business, helping you build your online presence and promote and sell online successfully.

The Digital Service Squad is a highly-trained team of digital marketing specialists working with main street small businesses, like yours, to help enhance their digital tools and online presence. In addition, they provide advice and recommendations to streamline your business operations and can help you with your application for the Digital Main Street Transformation Grant to support digital projects.

## How Does It Work?



The squad will arrange a time to visit your business. This visit is typically 1-3 hours, offered at no cost and can include:

- Digital Assessment and audit of your digital presence and various digital properties (website, social media, etc.)
- One-on-one consultation to assist in building a wish list of priority items that you want to work on
- Setup or optimization of your location's Google My Business (GMB) profile, this could include taking 360-degree photos
- Guidance, advice and initial assistance with other digital solutions for your business: social media accounts, CRM software, pay per click ads, POS, email marketing campaigns, inventory management systems, graphic assets development and management, survey and feedback strategies and systems, and Google Analytics
- Information on upcoming learning opportunities
- Free tools and resources

If you would like to schedule a convenient time for a Digital Service Squad member to drop by your business, please visit [yorksmallbusiness.ca/digitalmainstreet](http://yorksmallbusiness.ca/digitalmainstreet).