

Digital Service Squad MENU

BOOK NOW

https://calendly.com/ssgb_digital

Getting Started

Initial Consultation - 30 minutes

Meet with one of our Squad members to discuss your unique business challenges and goals, and we will advise you on available programs, and next steps.

Digital Audit - 1 hr.

Get a comprehensive analysis of your business' digital footprint.

Digital Audit Follow Up - Up to 2x 1 hr. consultations

We can explain our findings and why these action items are important. Plus we can help develop a plan to implement those changes.

Branding and Content

Branding - Up to 2x 1 hr. consultations

Our Squad can help you with improving your branding to make your business shine.

Photo & Video Help - Up to 2x 1 hr. consultations

We can provide expert tips and tricks to improve your photo and video content.

*360 Photos - 1 hr.

360 photos of your location for Google My Business and Street View.

**Currently not available due to provincial lockdown restrictions.*

Advertising & Analytics

Setup Google Analytics - 1 hr.

Setup your Analytics account and connect to your website.

Learning Google Analytics - Up to 3x 1 hr. consultations

Learn more about how your customers are interacting with your business online.

Advertise on Google - Up to 3x 1 hr. consultations

Learn the basics or take your google advertising to the next level with retargeting.

Social Media Advertising - Up to 3x 1 hr. consultations

Learn to navigate Business Manager, Ads Manager, Instagram Promotions, and other platform-specific marketing tools.

Website and SEO

Website Basics - Up to 2x 1 hr. consultations

Build a website on your own with our help, or find the right web developer to build one for you.

*Help with Website Fixes - Up to 4x 1 hr. consultations

We can help fix certain issues, or improve the efficiency of your site.

**If a problem is beyond our scope of time or expertise, we will work with you to find another support person or vendor who can help.*

E-Commerce - Up to 4x 1 hr. consultations

Explore your options and get help launching your e-commerce store.

Google My Business - 1 hr.

Claim or enhance your Google My Business Listing for better SEO.

SEO Strategies - Up to 2x 1 hr. consultations

Improve your SEO with organic, best practices.

Blogging & Vlogging - 1 hr.

Getting started with developing a strategy, learning best practices and tips to make it engaging.

Setting Up Business Email - 1 hr.

Get help setting up a custom email. Example: "name@mybusiness.com"

Social Media

Social Media Help & Advice - Up to 2x 1 hr. consultations

We can explain the different platforms that are available and help you create and complete your profiles.

Social Media Growth & Support - Up to 2x 1 hr. consultations

Explore new facets of the platforms you're using to grow audiences and engagement.

Selling on Social Media - Up to 2x 1 hr. consultations

Setup your facebook Shop or Instagram Checkout.

Content Calendar Development - Up to 2 x 1 hr. consultations

Create new content strategies and organize them into a calendar.

Scheduling Apps - Up to 2 x 1 hr. consultations

Learn about your options when it comes to scheduling apps.

Ongoing Learning

YouTube Channel - More Content

Catch up or rewatch all of our webinars posted to the SBEC YouTube Channel. <https://www.youtube.com/channel/UCURC8RXVE7pAG1bPTZ4z7bA>

Facebook Live - 30 minutes

Join Ben, our Squad Team Lead, every Tuesday morning at 10am. <https://www.facebook.com/SGBSmallBusinessEnterpriseCentre>

Let's Get Digital South Georgian Bay - Join our Facebook group!

This group is dedicated to sharing digital marketing resources and a forum of support.

<https://www.facebook.com/groups/3420777634707447>