



# WATERLOO REGION SMALL BUSINESS CENTRE

## **ANYTIME – 24/7 ON-DEMAND | [Business Basics](#)**

This series of 10 free online learning sessions will help you to learn the basics of starting a business. Topics include: are you ready to be a business owner, how to research your idea, how to do market research, marketing and sales, government regulations, what structure is best for your business, how to register your Ontario business online step by step and more. Presented by sbcOntario

## **Mar 29 | 11:00 am – 12:00 pm | [Branding Mistakes and How to Cure Them](#)**

To stand out from the crowd it's essential that you have a strong and strategic brand to drive your efforts – and, through this engaging session, Participants will learn what branding is and why it matters to a small business, five common branding mistakes to avoid and how to build a strong, memorable business that attracts the right clients and fast-tracks success. Presented by sbcOntario

## **Mar 30 | 10:00 – 11:30 am | [How is Mental Health Impacting your Business? What you need to know](#)**

In this webinar, learn how mental health is affecting your businesses and your employees, and ways you as a business owner can develop strategies for a positive outcome. Presented by Mississauga Business Enterprise Centre

## **Mar 30 | 7:00 PM – 8:30 pm | [Small Business Websites 101](#)**

There is a great deal 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. Presented by Digital Main Street

## **Mar 31 | 10:00 – 12:00 pm | [CRA Tax Obligations for Corporations - Cambridge](#)**

The seminar is mainly designed for owners of small incorporated businesses. It will discuss how to fill out your T2 form and keep proper records. Presented by the Waterloo Region Small Business Centre

## **Mar 31 | 2:00 – 3:00 pm | [Your Virtual Storefront](#)**

This session will help you to structure your business' digital presence to make your website become as enticing as an attractive brick and mortar storefront. We'll look at creating or enhancing – content, blogs, newsletters, social media and digital strategy. Presented by London Small Business Centre

## **Apr 7 | 6:30 pm – 7:30 pm | [Introduction to Google Workspace](#)**

You've probably heard that Google offers a variety of powerful tools to help small businesses grow. This workshop explains some of the different tools that are most useful to small businesses (Google My Business, Google Workspace, Google Ads, and Google Analytics). Presented by WRSBC

## **Apr 7 | 2:00 – 3:00 pm | [Bookkeeping Best Practices for Small Business](#)**

Are you doing your books yourself? This session will guide you through the basics of bookkeeping. Designed to help you understand accounting principles and terminology, the importance of good bookkeeping, how to read financial statements and why to consider outsourcing someone to do your bookkeeping. Presented by London Small Business Centre

## **Apr 8 | 9:30 am – 10:30 am | [Back to Business - simple technology tools to help you welcome back customers with no stress](#)**

As Ontario re-opens this Spring, join us for an engaging conversation on how you can use easy to manage technology tools to safely welcome back your customers. Hosted by: WRSBC

## **Apr 8 | 7:00 pm – 8:30 pm | [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. Presented by Digital Main Street

## **Apr 13 | 10:00am – 12:00 pm | [Design the Ultimate Customer Experience](#)**

This 2-hour interactive workshop will dive into WHY it is so important to go beyond just providing high quality products and great customer service. To create loyal customers, and increase customer retention, and to become the brand that people love, you must design the customer experience that resonates with your ideal customers. Presented by sbcOntario

## **Apr 15 | 6:00 – 7:30 pm | [Optimize Google My Business and get found Locally](#)**

This workshop is designed to give you the tools to optimize your local listing! Here you will learn how to get your Google My Business listing, set it up and optimize your listing to grow your local audience online. Google My Business is a great tool to drive traffic to your website! Google My Business is a FREE tool offered by Google. Presented by: sbcOntario

## **Apr 19 | 12:00 – 2:00 pm | [Data Informed Decisions: Growing with Social Media Data](#)**

You know in your gut if your social media is working or not...but does the data support that? Learn about different social media metrics, what they mean and where to find them and more importantly: how to interpret them to match and measure your goals. Presented by sbcOntario



## WATERLOO REGION SMALL BUSINESS CENTRE

### **Apr 20 | 7:00 pm – 8:30 pm | [eCommerce Options for Small Business](#)**

It's 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's perfect for ecommerce beginners. Presented by Digital Main Street

### **Apr 22 | 7:00 pm – 8:30 pm | [Grow your Brand on Instagram](#)**

This workshop is for those that have already dipped their toes into the world of Instagram, and are looking to grow their business's reach on the platform. We'll explore different ways businesses are strategically building their following on Instagram. We'll discuss strategies for account aesthetics, promotions, shopping and ecommerce, "swipe up" links, stories, highlights and more. Presented by Digital Main Street

### **Apr 26 | 9:30 am– 11:00 am | [How to Map out 1 Hour of Social Media Content in 1 Hour](#)**

Walk away with a step by step simple, content system to use month after month!

As a small business owner, you already know that every piece of new content you create will require time, energy, and resources.

One of the keys to success on social media is creating a well-thought-out social media content calendar process. After all a successful social media strategy starts with a plan! Presented by sbcOntario

### **Apr 28 | 7:00 pm – 8:30 pm | [Maximizing Your Online Advertising & 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. Presented by Digital Main Street

### **Apr 28 | 12:00 – 2:00 pm | [How to Create Alternative forms of Revenue for Bricks and Mortar Part 1](#)**

You will leave with a complete understanding of which revenue streams that will work for your business and a plan on how to get started.

Many business owners find themselves stuck. Their main streams of revenue have either dried up or slowed and their ability to pivot is costly or daunting. During this 2-session workshop, we'll explore 6 alternate forms of revenue and teach business owners how to decide which one to start with. Presented by sbcOntario

### **ANYTIME – 24/7 ON-DEMAND - | [Business Basics](#)**

This series of 10 free online learning sessions will help you to learn the basics of starting a business. Topics include: are you ready to be a business owner, how to research your idea, how to do market research, marketing and sales, government regulations, what structure is best for your business, how to register your Ontario business online step by step and more. Presented by sbcOntario

### **May 6 | 1:00 – 2:00 pm | [SEO, Reviews, and Conversions, Optimization for Online Marketing Impact](#)**

This session will cover the intersection of SEO, online reviews and conversion optimization. After understanding where synergies exist, we'll dive into how to easily boost conversions, SEO and your company's reputation to ultimately attract more customers online. Attendees will walk away with a number of tactics and strategies they can implement into their business to acquire more online traffic, and increase the number of people that call them after discovering them online. Presented by: sbcOntario

### **May 10 | 9:30 – 12:30 pm | [The Sales Boost Clinic](#)**

This course will also detail a consultative sales process and how to approach each step from customer attraction or lead generation to the sale. We will look at ways to enhance the core areas of the Sales Process. From how Step one, getting prepared to sell, then onto Step two, (Research) and how research can help you target, know and address your key niche markets. In Step 3, will move toward the prospecting process and then discuss how to structure Step 4 (A client needs analysis) or a sales discovery with a client. Presented by: sbcOntario

### **May 12 | 12:00 – 2:00 pm | [How to Create Alternative forms of Revenue for Bricks and Mortar Part 2](#)**

You will leave with a complete understanding of which revenue streams that will work for your business and a plan on how to get started.

The problem many business owners found themselves stuck with in 2020, was that their main stream of revenue either dried up or slowed to a trickle and their ability to pivot was either costly or daunting. Presented by sbcOntario