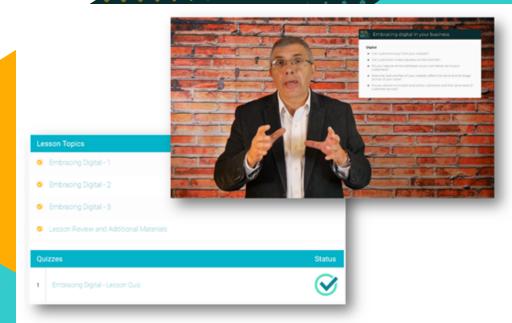# DIGITAL
MAIN ST.

Digital Transformation Training Program

What is it?

It is a **FREE** educational training program, showing you how to choose and implement digital technologies and tools to grow and sustain your business. The program is built so that you can view at **anytime** and **anywhere** at your own pace and refer back to it when needed.

With focuses from **digital marketing** to **technologies for the foundation for your business**, to showing you **free and easy-to-use tools** that you can implement right away, our training program is a self-learning tool that can enhance the way you do business.

Be a part of Digital Main Street
https://digitalmainstreet.ca/

Like & Follow Us

What businesses have to say

"Just wanted to say how much value there was and how great the Digital Transformation Training Program was to be a part of...I've referred most of my retail neighbours to your site since!"
– Arthur, owner of a coffee shop in Uxbridge, Ontario

"Simply wanted to commend you and the work you're doing! As a business that is just over ONE year old, the [Digital Transformation Training Program] is **very** informative and helpful. Im working my way through the course right now!"
– Tanya, the owner of a spa in Ottawa, Ontario

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The program is built so that you can view and **complete it at anytime** and **anywhere** like from the comfort of your home. It is broken down into multiple modules of educational, professional-quality videos and allows users to complete it at their own pace. Users can review the videos even after completing them.

Who is it for?

Our program was made to help main-street small business owners who would like to start learning about digital tools and technology so that they can begin supporting the digital foundation of their business and enable their business to compete in a an ever-changing marketplace.

What can I expect?

You will get **FULL free** access to all of our training modules and resources.

TOPICS

- Embracing Digital in Your Business
- How to Select the Right Technology for your Business
- Advanced Technology you can use as your Business Grows
- Google My Business and Local SEO
- How to Create an Attractive Website for Your Business

- Search Engine Optimization (SEO)
- Social Media
- Email Marketing
- Content Marketing
- Google Analytics, Insights, and Ads