

DIGITAL SERVICE SQUAD MENU

Ads & Analytics

BASIC ONLINE DIGITAL ASSESSMENT 20MINS

We will take you through an online digital assessment of your business to assess areas of strength and improvement.

ANALYTICS ANALYSIS 2HRS

Look over analytics and provide some quick actionable tips.

CREATE A GOOGLE AD 2HRS

Assisting in the creation of a Google ad/campaign - looking into competition and industry standards & discussing potential content that can be created in order to compliment the sales funnel.

CREATE A SOCIAL MEDIA AD 3HRS

This tutorial will guide you through the basics of creating a Facebook Ad, Instagram Ad, Twitter Ad, and more. You will learn how to create ads and how to optimize and target your ad accordingly.

EXPLORE GOOGLE ANALYTICS 2HRS

Looking at your google analytics reports, the squad member can provide efficient tips and tricks to understand your customer reports and provide guidance on how to analyze reports.

KEYWORD SEARCH 2HRS

Provide adequate keyword tips in order to rank higher on Google.

Identity & Brand Management

COVER YOUR BASICS 1HR

Introduction to basic branding, making sure you create a consistent look in all your designs across all platforms.

SOCIAL MEDIA AUDIT (BRANDING STRATEGY) 2HRS

Teaching and guiding you to ensure logos, banners, bios, posting cadences and handles are consistent with your brand guidelines.

USE FACEBOOK BUSINESS MANAGER 2HRS

Work with your squad member to learn how you can take advantage of Facebook Business Manager. This includes setting up this free tool for your business to manage marketing and your social media efforts.

VISUAL STORYTELLING FOR SOCIAL MEDIA 3HRS

Visual storytelling through the use of stories on social media. Brainstorm with your squad member on ideas to create engaging stories, how to develop them, and schedule them on your social media. This includes basic tips for video, photography, and graphic design.

Content Creation

CONTENT CREATION STRATEGY SESSION 2HRS

Ever wonder what, how, and when to post on your social media channels? Having a content creation strategy session with a squad member will help you plan your content and get to know tips and tricks to increasing your social media engagement.

CONTENT PUBLISHING 1HR

We will work with you to identify tools for scheduling content, provide assistance with set-up, and finally help to schedule your content through the chosen tool.

DEVELOP AN EMAIL MARKETING CAMPAIGN 2HRS

Create meaningful email marketing campaigns. If you don't already have an automated platform to send your clients/subscribers emails, a squad member can work with you to find you a tool and provide strategies on how to get started.

Social Media

SET IT UP 2HRS

Just starting out on social media? We will work together with you to assist you in setting up your social media accounts of your choice. Select the platform: Facebook, Instagram, LinkedIn, Twitter, Pinterest, TikTok, and more!

BASIC GRAPHIC DESIGN TIPS - CONTENT CREATION 2HRS

Through an interactive session with your squad member, learn how you can create simple graphics to enhance your online presence and design for different platforms. The squad member will brainstorm with you on how upcoming posts can look like and be unique to your business.

SOCIAL WRITING AUDIT 2HRS

Have a squad member audit your Bio's, About Sections, Descriptions and more on your social media channels. Included in this audit will be feedback and assistance on ensuring content is clear and compelling for your readers.

Website & Online Presence

CREATE AND/OR REVIEW YOUR GOOGLE MY BUSINESS PROFILE 1HR

An interactive session that will go over creating a Google My Business Account for your business and take you through ways that you can fully optimize your presence online.

EXISTING WEBSITE AUDIT 1HR

We will review your existing website and provide recommendations in the areas of design, written content, user-experience, SEO, and more.

WHY YOU NEED A WEBSITE 1HR

Meet with a squad member to discuss how a website might be right for you. This session will also discuss the type of website needed such as an e-commerce website for online shopping.

NEED TO HIRE A PROFESSIONAL 2HRS

If you are looking for assistance with your business, a squad member can work together with you to identify the type of person(s) needed and for what role, work with you to develop potential job description(s), and guide you to our digital vendor directory for assistance.

WEBSITE CONTACT

If you need a new website, please contact your squad member.

Please Note: All project times outlined above are estimates, each timeline will vary depending

Not on the menu?

TAKE IT FURTHER

Go beyond the menu! The Digital Service Squad can customize your unique requests.

To sign-up, please visit mississauga.ca/digitalmainstreet or email digitalmainstreet@mississauga.ca for further questions.