

## Hear about social media tools for business

Join Caledon Small Business Enterprise Centre (SBEC) at Caledon Community Services (CCS) in Bolton April 24, from 1:30 to 3 p.m., for a special presentation from Christine Gnass, digital consultant for WSI.

Gnass will discuss the importance of having an online presence for any business, and will provide a review of the Top 10 'must-do's' to be found on Google by customers.

Gnass has been assisting businesses across Canada for more than 20 years, by understanding their goals and challenges and showing them how to use technology to grow their business. She has been using the same method with local businesses for the past five months, using digital marketing.

'Over 80 per cent of the buying process is done online,' Gnass said, '89 per cent of the Google searches are to find a local business and 82 per cent of Canadians engage in social media to make a purchasing decision. Is your business online? Can you afford to miss out on those buying opportunities?'

Reserve seats for this special presentation now. Contact Small Business Enterprise Specialist Maureen Tymkow at 905-584-2300 ext. 216 or [sbec@ccs4u.org](mailto:sbec@ccs4u.org) to book a seat.

Caledon SBEC is funded by the Town of Caledon and is one of the initiatives operated by CCS. The main office of CCS is located at 18 King St. East in the Royal Courtyards, Bolton. For more information, visit [www.ccs4u.org](http://www.ccs4u.org) or call 905-584-2300.



Christine Gnass, digital consultant for WSI, and Caledon SBEC's Small Business Enterprise Specialist Maureen Tymkow.