



**For businesses in the Tadcaster area. Get some great tips to help your business.**

## **Event details**

Enjoy 4 comprehensive Google Digital Garage sessions designed to help your small business.

**Get your business visible on Google** - Explore Google search and how to amplify your business's online impact in this session. Learn how to create compelling online listings on Google Maps to help customers easily find and engage with your business.

**AI & marketing strategy** - AI is changing the marketing landscape for consumers, and driving new opportunities for marketers to reach and engage audiences online. Learn about the new AI-powered marketing tools for success and how to supercharge your digital marketing strategy.

**Find customers with Google Maps** - Uncover Google Maps as a powerful marketing tool for your business. This session unveils strategies to leverage Google Maps, target local customers and drive foot traffic to your business.

**Grow Your Business Brand Online** - This session will help you shape your online presence, whether you're an individual or a small business. Explore the nuances of branding and discover effective ways to bolster your digital profile.

Also, on the day, there will be the opportunity for 8 attendees to participate in 1-2-1 mentoring with the providers; bookings for these slots will be taken on the day.

## Programme

- 9am - Registration
- 9.30am - Session One
- 10.30am - Session Two
- 11.30am - Break & Networking
- 12pm - Session Three
- 1pm - Session Four
- 2pm - Event Close & Networking

Preference will be given to Tadcaster area businesses, in the event of a waiting list, thanks to the UKSPF funded towns project from North Yorkshire Council in partnership with the FSB, but the course is open to book for any North Yorkshire based business.

This is one of a series of events funded by UKSPF, find all of the details [here](#).

## Event contact

For further details regarding this event, or if you're interested in learning about how FSB benefits can assist you and your business, please contact [Harry.Harrison@fsb.org.uk](mailto:Harry.Harrison@fsb.org.uk)

## Further information and Booking

<https://www.fsb.org.uk/event-calendar/google-digital-garage-tadcaster-15jan.html>



**Funded by  
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