

Introductory Digital Marketing Webinars

Available on Request

Are you a DMO, sector or other tourism organization? If so, then you can book one of these free introductory digital marketing webinars for your community, members or stakeholders.

Webinar Subjects - Presented by Grow with Google

Get your Local Business on Google Search & Maps

There are billions of searches on Google every single day, and many of them are for information about local businesses, such as hours of operation, available services, and driving directions. Is your business making the most of this popular search tool?

Explore Google My Business, a free tool for local businesses who want to connect with customers through Google Search and Maps. Get hands-on help creating or updating your business profile or a simple website.

In this free session, you will learn how to:

- Create or claim your Business Profile on Google
- Manage your business info across Google Search and Maps
- Use Google My Business to connect with potential customers
- Create a free website using the info from your Business Profile

Reach Customers Online with Google

Learn how your business can be found online with Google. This webinar explains how Google Search works and how you can improve your website's visibility with Search Engine Optimization (SEO). The session also introduces products like Google My Business, Google Trends, Search Console, Google Analytics, Google Ads, and more.

In this free session, you'll learn how to:

- Improve your website's visibility in Google's organic search results, on all devices
- Create a free Google My Business listing
- Advertise your business on Google

Use YouTube to Grow your Business

Learn best practices for creating a YouTube Channel and compelling video content that promotes your products and services and drives engagement with your business.

In this free session, we'll talk about:

- How to setup a YouTube channel
- Different video formats
- Making good content, and how to target and measure the results

Make Better Business Decisions with Analytics

Learn best practices and analyze trends about how customers engage with your business online, then turn these insights into well-informed, actionable decisions.

In this free session, you'll be:

- Identifying business goals and how you plan to use your online presence to achieve them
- Incorporating data into your marketing plan
- Selecting tools to help you find the answers you need

Webinar Subjects - Presented by Destination BC

Manage your Online Presence: Tripadvisor and HelloBC.com

Review sites like Tripadvisor have been shown to influence up to 95% of all travel bookings, and – whether you created a business listing or not - almost every tourism business in British Columbia is already on the site. Now, with Tripadvisor content also being pulled automatically to HelloBC.com, the time has never been better to optimize your presence online for visitors who are actively planning a trip to BC.

This webinar walks through the process step-by-step, and get hands-on help in claiming, creating, or optimizing your business listings on Tripadvisor and HelloBC.com.

In this free session, you will learn:

- About the Destination BC and Tripadvisor partnership on HelloBC.com
- How to create or claim, and maximize your business listing on Tripadvisor
- How to activate and optimize your business listing on HelloBC.com
- Some best practice tips to manage your online reputation

Get the Most out of your Website

Whether you've had a website for 10 years or you're just getting started, discover how to create a search-friendly website that drives user action and supports your goals in this interactive webinar.

In this free session, we will explore:

- The six characteristics of an effective website
- How to create your site map (IA) and identify what pages you need on your website
- Website design and functionality to help you achieve your business goals
- How to improve your website's performance on search
- Website content best practices, specifically for written copy, images, and video

To book a session for your community:

- Email IndustryDevelopment@DestinationBC.ca and identify which webinar(s) you would like to schedule and provide a range of preferred dates. You can select up to 3 subjects.
- Destination BC will schedule a facilitator to deliver the webinar, free of charge, to your stakeholders and provide you with all the resources you need to promote the event in your corporate channels.