

January 11, 2021

FREE PROFESSIONAL DEVELOPMENT OPPORTUNITY FOR LOCAL BUSINESSES

The City of Campbell River Economic Development Department has teamed up with Spring Activator to offer local business owners a free spot in a live, online Digital Growth Bootcamp.

Join us Wednesday, Jan. 20 from 11 a.m. to 2:15 p.m. to learn more about different business growth strategies using digital tools.

“One of the substantial changes 2020 brought into our lives is greater dependency on digital platforms – and one of key thing that will help businesses thrive in 2021 is a solid online presence,” states Spring Activator program coordinator Heena Narula. *“With this session, we are bringing industry experts to help you plan better as you chart out a strategy from the beginning of the year.”*

The bootcamp will cover topics such as:

- Developing your digital strategy for quick return on investment
- Optimizing online sales funnels
- Tracking marketing success to increase return on investment
- Search engine optimization explained
- Creating and reusing content with a limited budget

“This is an opportunity to gain feedback and insights from businesses around the world dealing with the effects of the pandemic,” adds Rose Klukas, the City’s economic development officer.

Panelists Include:

- Julie Wang, founder of Tiny Planet Digital
- Kari Enge, founder and Editor-in-chief, Rank & File Magazine
- Kevin Hicks from ROI WebMarketing
- Stefanie McAuley, founder of Broad World Consulting
- Tra My Pham, program manager at Spring

Find more information and register for the Digital Growth Bootcamp at:

<https://www.techatchery.ca/events/digital-growth-bootcamp-powered-by-spring>

Questions? Please contact Leah Knutson, the City’s economic development analyst via email to

Leah.knutson@campbellriver.ca

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Contact: Leah Knutson, Economic Development Analyst

250-286-5769

COVID-19

Please note: We have new procedures in place to help prevent the spread of COVID-19.

We are gradually – carefully – resuming in-person services and limited public access to City facilities. For the most recent information on City services, please see our website (campbellriver.ca). Reach us with general inquiries by email (info@campbellriver.ca) or telephone **250-286-5700**.

About Spring

As a certified B Corporation®, Spring is a global incubator, accelerator, and advisory firm empowering entrepreneurs. Spring has helped more than 70 different incubators, accelerators, foundations, and governments on five continents enhance their capacity both in their local communities and globally. Spring's impact programs have helped more than 700 entrepreneurs create 350 companies and raise more than \$24 million in funding.

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