

department
of **economic
opportunity**

COUNTY OF LOS ANGELES



Digital Skills LA

Presented by: Tova Mac & Jay Tsao





The DIGITAL SKILLS LA program helps level the playing field by empowering small businesses with the knowledge and skills necessary for the digital age.

Navigating the digital world and utilizing online tools is key for small businesses to thrive. DIGITAL SKILLS LA will train and equip small and micro businesses with digital essentials to expand their online presence and grow their customer base.







DSL A Workshops



Learn digital tools and propel your business to the next level

2 Live Workshops
Virtual Workshop



	Date	Time	Location
 Live Workshop #1 OSB Training pt. 1	April 12	10am -12pm	East LA Library
 Live Workshop #2 OSB Training pt. 2	April 30	10am -12pm	Hawthorne Library
 Virtual Workshop English	May 15	9am -12pm	Zoom
 Virtual Workshop Spanish	May 15	1pm -3pm	Zoom

Workshops Topics



Assessing your Digital footprint

Essential Social Media Tips

Branding & Marketing Basics

Intro to Content Marketing

Website & Search Optimization Secrets

Digital Communications Best Practices

Online Reputation Management

Funneling New Customers





DIGITAL SKILLS LA will select an inaugural cohort of 50 small and micro businesses for one-on-one coaching to improve their digital presence online!

Selected Cohort businesses will receive

- ★ Personalized, one-on-one coaching sessions
- ★ Website optimization for search engines
- ★ Social media content creation and engagement strategies
- ★ Online marketing strategy and tips
- ★ Account set up for relevant platforms like Google or Yelp
- ★ Targeted audience reach and engagement tactics
- ★ Tools and resources to improve online visibility
- ★ Support and guidance to implement strategies
- ★ Access to exclusive workshops and training sessions
- ★ \$500 worth of digital tools

Learn More & Share Out

SHARE NOW!
[DigitalSkills.LA](https://digitalskills.la)

As part of the Shop Local initiative in LA County, DEO is hosting FREE in-person and virtual workshops to help connect local small businesses to digital tools.



Website: [DigitalSkills.LA](https://digitalskills.la)

Contact: learn@digitalskills.la

[partner digital outreach kit here](#)



Thank You
for supporting LA County small businesses

