



South-West Texas Border  
**Small Business  
Development Center Network**

The University of Texas Rio Grande Valley™

## **FOR IMMEDIATE RELEASE**

June 30, 2017

### **Digital tools help small businesses stay competitive**

(Rio Grande City, TX) Small business owners are invited to free workshops featuring online tools for entrepreneurs on Thursday, July 27 from 10 am to 1 pm at the Rio Grande City Library, located at 591 E. Canales Street in Rio Grande City. The sessions, co-hosted by the Starr County Industrial Foundation, Rio Grande City EDC, Rio Grande City Library, and the RGV Hispanic Chamber of Commerce, are presented by the UTRGV Small Business Development Center (SBDC).

The first session: **“Social Media for Small Businesses”** covers popular social media tools, as well as basic strategies for using these digital platforms for marketing purposes in a business. The second session: **“Let’s Put Our Cities on the Map using Google”** covers the importance and steps to getting a business found online.

“Most business owners are familiar with social media and may already have a social presence online but it is also important to understand how social networking ties into an existing marketing strategy. Much like print or radio ads, social media marketing must also be in line with existing branding efforts. This is important to know when planning campaigns and measuring results, but especially when allocating marketing resources within a company. We will also review the tools that will help you make sure potential customers can find you online,” shares Aaron Gonzalez, a Senior Business & Innovation Advisor with the UTRGV SBDC.

Pre-registration is required. To pre-register for this seminar, please call the UTRGV SBDC at (956) 665-7535.

The UTRGV Small Business Development Center, partially funded by the US Small Business Administration and The University of Texas Rio Grande Valley, seeks to promote economic growth and business development in the Rio Grande Valley. It does so by offering confidential, one-to-one business advisement, assistance in business plan development, and training on a variety of business topics. Its main office is located at the UTRGV CESS Building, 1407 E. Freddy Gonzalez Drive, Suite 1.200, in Edinburg.

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