

# Business Promotion Resources

There are plenty of ways to get the word out about your products and services, but what is the best way to promote your business? Fortunately, you have options. It is now easier and more affordable than ever to advertise. Learn more about how to promote your business with these resources!



## City Marketing Opportunities

Ontario's Economic Development Department is here to help you. Whether navigating City Hall, assisting in growing your business and understanding the community, or simply marketing your business, the Economic Development Department serves as your business concierge. Economic Development offers various marketing opportunities at no cost:



### E-Newsletter Feature

The Economic Development Department sends out a monthly e-newsletters to keep the community, businesses, and stakeholders up to date on the business community.



### Social Media Shoutout

The Economic Development Department creates shout-outs for local businesses on social media. A feature on the @OntarioEDA social media platforms will provide you with incredible reach and discoverability that can help grow your audience and customers.



### Made in Ontario

The "Made in Ontario" Series provides our community an opportunity to get to know businesses and organizations that call Ontario home. To watch previous Made in Ontario videos, visit [youtube.com/cityofontario](https://youtube.com/cityofontario).

If you are interested in promoting your business through Ontario Economic Development's marketing initiatives, please contact [ontarioeda@ontarioca.gov](mailto:ontarioeda@ontarioca.gov).



### Google Business

Turn people who find you on Google Search and Maps into new customers with a free Business Profile for your storefront or service area. Personalize your profile with photos, offers, posts, and more. Visit [google.com/business](https://google.com/business) to learn more.



### Yelp

Yelp is a top review site for marketing local businesses. Being on Yelp helps your business attract new customers and address existing customer feedback to improve your business. Visit [business.yelp.com](https://business.yelp.com) to learn more.



### America's Small Business Development Center

The Small Business Development Center (SBDC) helps small business owners succeed with no-cost one-on-one advising from experienced entrepreneurs and industry experts and access to a library of marketing and social media resources. Visit [ociesmallbusiness.org/inland-empire/](https://ociesmallbusiness.org/inland-empire/) to learn more.