



**Goodwill Industries**  
**Of Central North Carolina, Inc.**

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TriadGoodwill.org

**FOR IMMEDIATE RELEASE**

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**NEWS RELEASE**

**FREE Google Small Business Workshop**

Triad Goodwill to Host Online Marketing Strategies Livestream From Google HQ

GREENSBORO, NC – Three out of four people who perform a “near me” search on their phones visit a local business within a day. How can you leverage that online search to improve foot traffic to your retail business? Join Triad Goodwill for a FREE livestream from Google’s Headquarters: [Online Marketing Strategies for Retail Businesses](#). The livestream will take place on Wednesday, June 20 from noon-1:00pm at Triad Goodwill’s Charles and Betty Younce Career Center, 3519 North Elm Street, Greensboro.

Google’s experts will teach you tips and tricks to convert online searches into shoppers. You’ll also gain insight in how to engage with your customers online, measure your online marketing results and more.

“This is an excellent opportunity for business owners and leaders to learn the latest online marketing techniques, straight from Google,” said Career Center Coordinator Melinda Bernard.

This workshop is free and open to the public. Please RSVP at [https://online\\_business.eventbrite.com](https://online_business.eventbrite.com).

Get connected to Triad Goodwill at [Facebook.com/triadgoodwill](https://www.facebook.com/triadgoodwill), [@TriadGoodwill](#), [Instagram](#), [Pinterest](#), [YouTube](#), [LinkedIn](#) and visit [TriadGoodwill.org](http://TriadGoodwill.org). *We Put People To Work!*

**About Triad Goodwill:**

Triad Goodwill (Goodwill Industries of Central North Carolina, Inc.), a 501(c)(3) non-profit leader, promotes the value of work by providing career development services, skills training and work opportunities for people with employment needs. In the past year, Triad Goodwill served 15,160 people in the community and helped place 3,312 workers in competitive employment with more than 700 employers. 85¢ of every dollar earned in Triad Goodwill stores supports their mission.

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