

The

DIGITAL GROWTH

Navigator

WWBIC invites you to participate in



WWBIC

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Get off the
sidelines and into
the digital game!



Facilitator:

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Collective Marketing

collectivemarketinglax.com

Get off the sidelines and into the digital game! This intensive digital marketing series will combine traditional classroom teaching with hands-on learning labs, ensuring you understand the "why" and the "how" to advance digital marketing to grow and strengthen your business.

**REGISTER
Now!**



wwbic.com/trainings

All of the sessions below take place in the Conference Room at:
LADCO, 601 7th Street N, La Crosse

NOTE: This series is designed for those who already have an operational website and/or experience using social media for marketing your small business.

SOCIALLY DRIVEN

Part 1: Theory

Wednesday, June 17, 12:00-1:30 pm

Focus on the foundations of effective content: clear messaging, attention-grabbing hooks, and creating the types of content that converts. You'll also learn simple ways to elevate your videos with better editing, captions, music, and storytelling so your content stands out and drives action.

Part 2: Lab

Thursday, June 18, 9:00-11:00 am

You'll work on your own social media content while receiving 1-on-1 feedback on your messaging, hooks, videos, and overall strategy. Leave with content created, questions answered, and the confidence to keep showing up consistently online.

*Can't make it or prefer to attend online?
Online sessions are also available*

WEBSITE & SEO ESSENTIALS

Get Found and Grow Your Business

Part 1: Theory

Tuesday, June 23, 12:00-1:30 pm

In today's digital landscape, having a website isn't enough. This training will demystify Search Engine (SEO) and Website Optimization. You will learn how to identify the words your customers are searching for, how to optimize on-page opportunities, how to get your business to appear in local, near-me searches, and how to make sure your website is mobile friendly, user friendly, and generating the revenue you need.

Part 2: Lab

Wednesday, June 24, 12:00-2:00 pm

Practice makes perfect. In this lab, you will audit a current GBP listing (photos, hours, service areas, etc.), create three "Google Posts" with keyword-rich descriptions, and audit and create a checklist of improvements tailored your website.

QUESTIONS?

Call: 414-263-5450

Email: info@wwbic.com