

The

# DIGITAL GROWTH

WWBIC invites you to participate in

# Navigator



WWBIC

JUNE 2026

Get off the sidelines and into the digital game!

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.

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

REGISTER Now!



[wwbic.com/trainings](http://wwbic.com/trainings)

### QUESTIONS?

Call: 414-263-5450

Email: [info@wwbic.com](mailto:info@wwbic.com)

All of the sessions below take place at:  
WWBIC Milwaukee, 1533 N RiverCenter Drive

*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

Friday, June 26, 12:00-4:00 pm

**Part 1: Theory** (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** (2:00-4:00 pm)  
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.

### WEBSITE & SEO ESSENTIALS

*Get Found and Grow Your Business*  
Tuesday, June 30, 12:00-4:00 pm

**Part 1: Theory** (12:00-1:30 pm)  
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** (2:00-4:00 pm)  
Practice makes perfect. You will audit a current GBP listing (photos, hours, service areas, etc.), create three "Google Posts" with keyword-rich descriptions, and create a checklist of improvements tailored your website.



Facilitator:  
**JENNIFER HENSLEY**

Owner,  
Playmaker  
Coaching &  
Consulting



Facilitator:  
**SHANE FELL**

Co-Founder &  
President,  
LimeGlow Design