

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

Both of the sessions below take place at:

Ashland Area Development Center, 422 3rd St W #101, Ashland

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, 10 am-12 pm

You will learn how to stop wasting time on random acts of content. You will learn about various social platforms, why a content plan is imperative to your success.

### **Part 2: Lab**

Wednesday, June 17, 1-3 pm

Join this hands-on lab to design a comprehensive 90-day content strategy that moves the needle. You will map out your content pillars, build a sustainable, repeatable, 30/60/90-day content calendar, and practice how to create high-converting short-form video content.

*Can't make it or prefer to attend online?*

*Online sessions are also available*

## **WEBSITE & SEO ESSENTIALS**

### **Part 1: Theory**

Tuesday, June 30, 10 am-12 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**

Tuesday, June 30, 1-3 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: 715-638-7052

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