

The

# DIGITAL GROWTH

## Navigator

WWBIC invites you to participate in



WWBIC  
JUNE 2026

Get off the  
sidelines and into  
the digital game!



Facilitated by:

**RED SHOES, Inc.**

Marketing Agency  
Appleton, Wisconsin  
[redshoesinc.com](http://redshoesinc.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](http://wwbic.com/trainings)

Come for one or both of these sessions, or stay for lunch at:  
2701 Larsen Road, Green Bay, Wisconsin

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** Tuesday, June 30

**Part 1: Theory**  
9:00-10:30 am

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**  
10:30 am-12:00 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** Tuesday, June 30

**Part 1: Theory**  
1:00-2:30 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**  
2:30-4:00 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](mailto:info@wwbic.com)