

The

# DIGITAL GROWTH

## Navigator

WWBIC invites you to participate in



WWBIC

JUNE 2026

Get off the  
sidelines and into  
the digital game!



Facilitator:

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Partner/Co-Founder  
**Adapt Marketing  
Consulting**

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:

**WWBIC South Central, 2352 S. Park Street, Suite 226, Madison**

*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 23, 5:30-8:30 pm**

#### **Part 1: Theory**

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**

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**

**Thursday, June 25, 5:30-8:30 pm**

#### **Part 1: Theory**

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**

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: 608-257-5450

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