

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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Owner

Reservoir Video Co.

reservoirvideo.co

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

SOCIALLY DRIVEN

Thursday, June 18, 5:00-8:30 pm

Reservoir Video Company
410 Main Street, Racine

Part 1: Theory (5:00-6:30 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 (6:45-8:30 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.

WEBSITE & SEO ESSENTIALS

Get Found and Grow Your Business

Thursday, June 25, 5:00-8:30 pm

Kenosha Innovation Center
5522 26th Avenue, Kenosha

Part 1: Theory (5:00-6:30 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 (6:45-8:30 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: 262-898-5000

Email: info@wwbic.com

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

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