

# WEBINAR SCHEDULE



## **MUST-DO MARKETING TACTICS FOR SMALL BUSINESSES**

**JANUARY 29, 2026, 11:30 AM - 12:30 PM**

Jumpstart your small business's online presence with this essential digital marketing crash course. We'll cover some basic digital marketing tactics & strategies to implement on your website, e-mail campaigns and social media platforms.

## **SOCIAL MEDIA PUBLISHING TIPS & TRICKS**

**FEBRUARY 26, 2026, 11:30 AM - 12:30 PM**

Elevate your social media game! We'll be diving into helpful tips that will help you streamline your social media posting process and ensure your posts are engaging your audience most effectively.

## **E-MAIL MARKETING BEST PRACTICES**

**MARCH 26, 2026, 11:30 AM - 12:30 PM**

Discover trends and best practices when it comes to developing and delivering an impactful email marketing program. Learn more about automated messages, segmentation, and funnels that nurture subscribers in a meaningful way.

## **METRICS THAT MATTER**

**APRIL 30, 2026, 11:30 AM - 12:30 PM**

In this session, we'll uncover valuable data sources hiding in plain view and show you how to use them to enhance your future digital marketing campaigns with tips for every level of expertise.

## **HOW TO PROVE MARKETING EFFORTS WORK (OR DON'T)**

**MAY 28, 2026, 11:30 AM - 12:30 PM**

Acquire the knowledge and tools to finally track your marketing performance effectively and measure the real impact of your efforts. You'll discover which key performance metrics to employ, how to set up conversion tracking in Google Analytics 4, and how they fit into the bigger picture.

## **SEARCH ENGINE OPTIMIZATION YOU CAN DO**

**JUNE 25, 2026, 11:30 AM - 12:30 PM**

Wondering why you don't appear at the top of search engine results? Improve your online visibility and attract more potential customers with this SEO crash course, loaded with actionable tactics that you can implement immediately.

## **OPTIMIZING YOUR WEBSITE FOR ENGAGED USERS**

**AUGUST 27, 2026, 11:30 AM - 12:30 PM**

Learn how to create a website that truly engages visitors and drives results. Craft compelling landing pages that convert, integrate calls to action throughout your site, and extend your brand story across multiple pages.

## **CLAIM YOUR SPACES ON GOOGLE, YELP & TRIP ADVISOR**

**SEPTEMBER 24, 2026, 11:30 AM - 12:30 PM**

This educational webinar will provide you with everything you need to know about how to "Claim Your Spaces" on the world's largest user-review sites like Google, Yelp & TripAdvisor.

## **DATA DRIVEN CAMPAIGNS ON A BUDGET**

**OCTOBER 29, 2026, 11:30 AM - 12:30 PM**

In this session we'll uncover valuable data sources hiding in plain view and walk through how to use them to enhance your future digital marketing campaigns on social networks.

## **HOW TO ADD SECONDARY NETWORKS TO YOUR MIX**

**NOVEMBER 12, 2026, 11:30 AM - 12:30 PM**

Beyond the usual suspects like Facebook and Instagram, there's a whole world of opportunity waiting on Pinterest, TikTok, and YouTube. This webinar explores how to leverage these platforms to reach new audiences, boost engagement, and drive more business. Learn practical strategies, content ideas, and real-world examples to inspire your marketing efforts.

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