

2025 WEBINAR SCHEDULE



JANUARY | “EMAIL MARKETING BEST PRACTICES”

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.

FEBRUARY | “HOW AI CAN HELP, NOT HINDER YOUR WORK”

Discover the basics of what you can do with AI tools to open up bandwidth and enhance your marketing efforts. We'll discuss the benefits of using AI for research, content generation, and more while leveraging some of the latest AI tools available today.

MARCH | “SEARCH ENGINE OPTIMIZATION YOU CAN DO”

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. Learn the fundamentals, such as keyword research, on-page optimization, and link-building basics.

APRIL | “EVENT TRACKING & CONVERSIONS”

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

MAY | “CLAIM YOUR SPACES ON GOOGLE, YELP, AND TRIPADVISOR”

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.

JUNE | “DATA-DRIVEN CAMPAIGNS ON A BUDGET”

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.

AUGUST | “ADVANCED GA4”

Uncover the power of Google Analytics 4 with advanced tactics that can transform how you understand your online presence. Learn how to analyze important user actions, track your customer journey, and turn website visitors into valuable consumers with tools like Events, Explorations, and Attribution paths.

SEPTEMBER | “OPTIMIZING YOUR WEBSITE FOR ENGAGED USERS”

Learn how to create a website that truly engages visitors and drives results. We'll cover key strategies for crafting compelling landing pages that convert, seamlessly integrating calls to action throughout your site, and extending your brand story across multiple pages.

OCTOBER | “HOW TO ADD PINTEREST, TIKTOK, & YOUTUBE TO YOUR MARKETING MIX”

Beyond Facebook and Instagram, there's a 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.

NOVEMBER | “VIDEO STRATEGIES YOU CAN DO”

Gather fresh ideas to help bring video into your marketing mix. We'll review best practices for getting usable content from your smartphone and explore tools that you can use to create impactful content on the fly. We'll also take some time to explore a series of content distribution models that will ensure your content is seen by the right audiences.