

## **MASTER YOUR SOCIAL MEDIA VOICE**

**FEBRUARY 19, 2026**

In a crowded online world, your brand's personality is what sets it apart. This session goes beyond simple posting tips to help you define and develop a unique social media voice that resonates with your target audience.

## **LEVERAGING LINKEDIN TO GROW YOUR BUSINESS AND PERSONAL BRAND**

**MARCH 19, 2026**

LinkedIn is more than just a resume site; it's a powerful engine for professional networking and business growth. This webinar will guide you through creating a compelling profile and company page that attracts the right connections and opportunities.

## **GOING BEYOND FACEBOOK & GOOGLE WITH OTHER PAID OPPORTUNITIES**

**APRIL 16, 2026**

We'll explore the unique benefits of platforms like Pinterest, TikTok, and YouTube and discuss how to target niche audiences, test new ad formats, and diversify your ad spend to maximize your ROI.

## **BLOG CREATION TIPS & TRICKS FOR ENGAGING CONTENT**

**MAY 21, 2026**

This webinar provides a step-by-step guide to creating blog content that people actually want to read and share. We'll cover everything from brainstorming ideas and conducting keyword research to structuring posts for readability and writing compelling headlines.

## **BUILDING INFLUENCE THROUGH A YOUTUBE CHANNEL**

**JUNE 18, 2026**

Video is the most engaging form of content, and YouTube is the world's second-largest search engine. This session will walk you through the process of building a successful YouTube channel for your business.

## **CREATING A SIMPLE, YET EFFECTIVE, CONTENT CALENDAR**

**AUGUST 20, 2026**

This session demystifies the process of creating a content calendar that fits your business needs. You'll learn how to map out your content across different channels, from social media to your blog and email newsletters.

## **MEASURE AND REPORT WITH EASE USING LOOKERSTUDIO**

**SEPTEMBER 17, 2026**

Data shouldn't be a mystery; it should be your guide. This webinar will show you how to use Looker Studio to create easy-to-understand reports that track your digital marketing performance.

## **BUILDING YOUR DIGITAL MARKETING FUNNEL**

**OCTOBER 15, 2026**

Every customer journey follows a path, and a well-designed marketing funnel can guide them from awareness to purchase. This session will break down the concept of a digital marketing funnel and show you how to build one for your business.

## **LAUNCHING PAID SEARCH ADS FOR YOUR BUSINESS**

**NOVEMBER 19, 2026**

Paid search is one of the fastest ways to get your business in front of customers who are actively looking for your products or services. This session is a practical guide to launching your first Google Ads campaign.

## **A GUIDE TO NURTURING AND REMARKETING ENGAGED AUDIENCES**

**JANUARY 21, 2027**

Just because someone visits your website or follows you on social media doesn't mean they're ready to buy. This session is dedicated to the art of nurturing leads and bringing them back to your brand.