



WEBINAR SCHEDULE

DESTINATION UPLIFT

MUST-DO MARKETING TACTICS FOR SMALL BUSINESSES & SOCIAL MEDIA PUBLISHING TIPS AND TRICKS

FEBRUARY 26, 2026 | 9 - 11 a.m.

Join us at the Parkdale Training Room,
West End Plaza Bldg, 1660 Hwy 100 S, St Louis Park

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. We'll dive deeper into how you can elevate your social media game, including helpful tips to streamline your posting process and engage audiences most effectively.

E-MAIL MARKETING BEST PRACTICES

MARCH 26, 2026 | 9 - 10 a.m.

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 23, 2026 | 9 - 10 a.m.

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 THAT YOUR MARKETING EFFORTS WORK (OR DON'T)

MAY 28, 2026 | 9 - 10 a.m.

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 | 9 - 10 a.m.

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 | 9 - 10 a.m.

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, & TRIPADVISOR

SEPTEMBER 24, 2026 | 9 - 10 a.m.

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 22, 2026 | 9 - 10 a.m.

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.

VIDEO STRATEGIES YOU CAN DO

NOVEMBER 19, 2026 | 9 - 10 a.m.

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.

HOW TO ADD SECONDARY NETWORKS TO YOUR MARKETING MIX

JANUARY 28, 2027 | 9 - 10 a.m.

Explore how to leverage Pinterest, YouTube, and TikTok to reach new audiences, boost engagement, and drive more business.

We'll be hosting viewing parties for each webinar in the Parkdale Training Room.

Please join us if you can!

(Note: All webinars will be available on demand, for you to watch at your convenience.)