You're not ready until you are
DIGITAL READY

51%
of Americans report making online purchases using their cellphones.

15%
have purchased something by following a link on social media sites.

82%
of U.S. adults read online customer ratings or reviews before purchasing items.

Statistics courtesy of Pew Research Center, December 2016

90% of U.S. adults are online — will they find your business?*

Click Here to Register

Let Purdue Extension help get your business noticed! We offer introductory webinars that cover how to expand your business's online presence.

COST

Workshop Cost: $25
Workshop Package: $250

LEARN MORE about Purdue Extension's Digital Ready Businesses program and how to participate at: cdext.purdue.edu/DR

Date	Topic
4/2	Claim Your Online Turf
4/4	Website Basics
4/9	Grow Your Virtual Customers
4/11	Search Engine Optimization
4/16	Email Analytics and Marketing
4/18	Podcasting 101
4/23	How to Blog Successfully
4/25	Intro to Social Media Platforms
4/30	Social Media Plan and Content
5/2	Social Media Analytics and Marketing
5/7	Digital Storefront

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***DIGITAL READY* BUSINESSES**

* (Pew, 2019, http://www.pewresearch.org/fact-sheet/internet-broadband/

DIGITAL READY

Click Here to Register

Purdue Extension Community Development's Digital Ready Businesses program teaches small businesses the online skills they need to grow their customer base and sales.

WORKSHOPS

Each Digital Ready Businesses workshop is approximately one hour.

Claim Your Online Turf

Mapping platforms, review sites and more!

Website Basics

Do you know what a good website takes?

Search Engine Optimization

How search engines work and basic tips to improve your business's SEO

Grow Your Virtual Customers

Identify, connect with, respond to, and expand virtual customers

Digital Storefront

Customer reach, store setup, marketing and resources

Email Analytics and Marketing

Evaluate your email reach

Podcasting 101

Creating and attracting your audience and essential elements

How to Blog Successfully

Techniques, strategies, content creation and SEO

Introduction to Social Media

What is it and where is it?

Social Media Plan and Content

How do I use it for my business?

Social Media Analytics and Marketing

Evaluate your reach and paid marketing

Emerging Business Technologies

Intro to artificial intelligence and extended reality for maximizing business value

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DIGITAL READY BUSINESSES