

2025 FALL DIGITAL READY BUSINESS WEBINAR SERIES

PURDUE EXTENSION – COMMUNITY DEVELOPMENT

Purdue Extension can help your business become more digitally savvy. Register for one of these workshops to take advantage of digital tools to grow your business!

Topic	Date	Description
Claiming Your Online Turf	10/2	Learn how to establish your business' virtual identity
Website Basics	10/7	Understand key elements of design for business websites
Grow Your Virtual Customers	10/9	Learn strategies for growing your customers through your business' web presence
Search Engine Optimization	10/14	Raise your business' profile with popular search engines
Podcasting 101	10/21	Learn to use Podcasting to build report with customers and raise your business' profile
How to Blog Successfully	10/23	Learn effective strategies for establishing a successful business-related blog
Introduction to Social Media	10/28	Harness the potential of social media for your business
Social Media Analytics & Marketing	11/4	Use social media analytics to evaluate your business' social media marketing effectiveness
Digital Storefront	11/6	Learn the steps involved in selling products online
Social Media Plan and Content	11/11	Learn what goes into a successful marking campaign
If you are in need of accommodations to attend this program, or If you need an interpreter or translator, please contact Daniel Walker at 765-215-1534 walke422@purdue.edu by 9/22		

Register [HERE](#) by Oct. 1st

Cost: \$25/workshop

Questions?

Daniel Walker, Regional Educator
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All Workshops Held Virtually at 2:00pm ET

