



### **The Digital Launchpad – Accelerate with AI: Omnichannel Marketing**

This 9-part series is designed to guide entrepreneurs, small business owners, and aspiring professionals through the essential steps of building a successful digital presence using accessible, AI-driven tools and strategies.

Each workshop will be held **on Wednesdays from 5:00 PM to 8:00 PM**, with the **first hour dedicated to networking** and the **instructional session beginning promptly at 6:00 PM**.

Redan-Trotti Library  
1569 Wellborn Road  
Lithonia, GA 30058

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Below is the outline and sequence in which the workshops will be conducted:

- 1. The Digital Launchpad: Building Your Business from the Ground Up**

*Wednesday, July 23, 2025*

An introduction to the series and foundational strategies for starting and structuring a business in the digital age.

- 2. Creating a Dedicated Gmail Account & Setting Up Your Digital Toolkit**

*Wednesday, July 30, 2025*

Hands-on session to establish essential digital tools, including Gmail, Google Drive, Google Docs, and key browser extensions.

3. **Google My Business 101: Show Up Where Your Customers Are**

*Wednesday, August 13, 2025*

Step-by-step guidance on setting up and optimizing a Google Business Profile for local visibility.

4. **Web Portfolio Workshop: Showcasing Your Work the Smart Way**

*Wednesday, August 20, 2025*

Participants will learn how to build a simple yet professional web portfolio to highlight services, work samples, or products.

5. **What's Your Web Persona? How to Craft a Digital Identity That Sells**

*Wednesday, September 10, 2025*

Focused on personal branding, this session teaches participants how to present themselves and their business online effectively.

6. **Understanding Your Target Audience & Creating Content They'll Love**

*Wednesday, September 17, 2025*

A content marketing workshop that emphasizes customer research and content creation tailored to specific audiences.

7. **From Scratch to Strategy: Using the Google Ecosystem to Grow Your Business**

*Wednesday, October 8, 2025*

Overview of Google tools, including Analytics, Calendar, Sites, and Ads, to support growth and streamline operations.

8. **Using Social Media to Drive Traffic, Trust, and Sales**

*Wednesday, October 15, 2025*

Best practices for leveraging platforms like Facebook, Instagram, and LinkedIn to build engagement and generate leads.

9. **Search Everywhere Optimization: Be Visible Across Every Platform**

*Wednesday, October 22, 2025*

Wrap-up workshop on enhancing visibility through SEO, local search, hashtags, and AI-generated search strategies.