

APRIL 2025

DIGITAL EMPOWERMENT & MARKETING WORKSHOP SERIES



WEDNESDAYS: APRIL 2025
8 AM - 10:30 AM
NCCC: Ticonderoga Campus

\$75.00 Per Person
**Includes both workshops, materials,
& breakfast refreshments.*

**PRE-REGISTRATION
REQUIRED**

Register By Visiting:
www.adirondack.org
www.ticonderogany.com

For questions or additional
information, call 518-585-6619.

DIGITAL EMPOWERMENT

APRIL 2ND

SOCIAL MEDIA FUNDAMENTALS OF TODAY & PLATFORMS OF TOMMORROW

Understanding and mastering social media fundamentals of today is a key component for any businesses digital marketing efforts. This workshop focused on the social media side of digital empowerment will provide an overview of platforms, fundamentals of utilizing and maximizing each platform, trends, tricks and tips, as well as a look into the social media technology and platforms of tomorrow. This glimpse into your possible next digital marketing step may help you create your future empowerment and marketing plans.

APRIL 16TH

DIGITAL EMPOWERMENT ESSENTIALS & THE FUTURE OF DIGITAL MARKETING

Digital empowerment essentials including ensuring you have an effective website, utilizing search engine optimization, optimizing Google for your business, tracking and understanding your digital analytics, how to utilize this information to guide and empower your digital marketing strategy and efforts, as well as the future of digital marketing, are just a few of the topics that will be covered in this robust and interactive digital empowerment workshop.

*AN ADDITIONAL DIGITAL EMPOWERMENT & MARKETING
WORKSHOP WILL BE HELD. STAY TUNED FOR DETAILS.*

FOLLOW UP

WE ARE HERE TO ASSIST YOU! TACC, ANCA, & PRESENTERS

TACC, ANCA, and Presenters may be available for brief follow up appointments for attendees if specific assistance is needed. Contact the TACC by emailing Matthew Courtright (mcourtright@ticonderogany.com) for more information.

*This Digital Empowerment & Marketing Series is being made
possible by a USDA Rural Business Development Grant.*

Thank you North Country Community College for being our host location!

WWW.ADIRONDACK.ORG

WWW.TICONDEROGANY.COM