

2026 FREE WEBINAR SERIES



DATE/TIME	TOPIC	LOCATION
Tuesday, September 22 10:00a.m. – 11:00a.m.	From Guesswork to Strategy: Building Your AI Marketing Roadmap	Webinar Link: https://us02web.zoom.us/meeting/register/XSE99zy9S16qQWxD3egE1w Learn how to develop a comprehensive AI marketing strategy that aligns with your business goals. This webinar covers assessment, planning, implementation phases, quick wins, advanced initiatives, and measuring success. Perfect for marketers who want strategy BEFORE technology.
Tuesday, September 29 10:00a.m. – 11:00a.m.	Generative Engine Optimization for Small Businesses - Part 1: Winning with AI	Webinar Link: https://us02web.zoom.us/meeting/register/DnpJ9dzXSGW4O6PZldF9og Discover how small businesses are leveraging generative AI to compete with larger competitors. Learn practical GEO strategies that work for limited budgets, including optimizing for AI-powered search results and positioning your business for how people will search tomorrow. Winning Tactic: Implementing AI chatbots that can book appointments directly within the chat interface.
Tuesday, October 6 10:00a.m. – 11:00a.m.	AI-Powered Email Marketing: Higher Open Rates, Better Conversions	Webinar Link: https://us02web.zoom.us/meeting/register/2ml6pTn-TgqenLjrcu5zmQ Transform your email strategy with AI. Learn how to use machine learning for send-time optimization, AI-generated subject lines, content personalization, predictive analytics, and advanced segmentation. Increase open rates by 15-30% and conversions significantly.
Tuesday, October 13 10:00a.m. – 11:00a.m.	Predictive Analytics: Forecasting Marketing Success Before It Happens	Webinar Link: https://us02web.zoom.us/meeting/register/WMhvVyZhQJKZKYK-VlvVtQ Understand how predictive analytics help you forecast campaign performance, identify high-value customers, and allocate budget more effectively. Learn lead scoring, churn prediction, customer lifetime value modeling, and channel performance prediction.
Monday, October 19 10:00a.m. – 11:00a.m.	Content Strategy in the Age of AI: What to Write, How to Optimize	Webinar Link: https://us02web.zoom.us/meeting/register/aRVNu8S5SbKLpNvH2vJz4g Learn how to create content that AI understands and recommends. Discover the intersection of human creativity and machine learning, including topic clusters, keyword strategy evolution, content formats, optimization best practices, and personalization. Winning Tactic: Connecting your CRM to Google Ads to feed the AI "first-party data" so it finds customers similar to your best buyers.
Tuesday, October 27 10:00a.m. – 11:00a.m.	Generative Engine Optimization for Small Businesses - Part 2: Advanced Tactics	Webinar link: https://us02web.zoom.us/meeting/register/DOWL4Q8dQVahficDd1fB8A Go deeper with GEO strategies for small businesses. Learn advanced tactics for appearing in AI summaries, building unquestionable authority, dominating local searches, featured snippets mastery, and competitive intelligence strategies.

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Tuesday, November 3 10:00a.m. – 11:00a.m.	AI-Powered Social Media: Engagement, Personalization, and Growth	Webinar link: https://us02web.zoom.us/meeting/register/pOJM5I1STpiM2GuOvfEegQ Harness AI to create better social media content, optimize posting schedules, and predict engagement. Learn how to compete with bigger budgets through content creation, posting time optimization, audience insights, community management, and campaign automation.
Tuesday, November 10 10:00a.m. – 11:00a.m.	Marketing Automation with AI: Save Time, Get Better Results	Webinar link: https://us02web.zoom.us/meeting/register/sHYkJZozTPqexNQIGZ1mRA Discover how AI-powered marketing automation transforms workflows. Learn to build intelligent campaigns that nurture leads automatically, improve conversions, and optimize continuously. Cover lead scoring, dynamic workflows, behavioral triggers, and lifecycle automation.
Tuesday, November 17 10:00a.m. – 11:00a.m.	AI-Powered Personalization: Convert More Customers	Webinar link: https://us02web.zoom.us/meeting/register/Kq_xKgq7QGmY-7ggshIWuQ Learn how to deliver personalized experiences on a scale. Discover how AI personalizes websites, emails, and ads to increase conversions and customer lifetime value. Cover personalization maturity levels, real-time adaptation, privacy compliance, and ROI measurement.
Tuesday, November 24 10:00a.m. – 11:00a.m.	Building an AI- Ready Marketing Team: Skills, Culture, and Strategy	Webinar link: https://us02web.zoom.us/meeting/register/BrATqMbgTqq-Pb1dvlgiVQ Navigate the human side of AI adoption. Learn how to build a team culture ready for AI, upskill your staff, manage change effectively, and create a sustainable competitive advantage. Address fears, build skills, and transform your marketing team.