

# *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?\***

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



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

## **COST**

Indiana Residents  
Workshop Cost: \$25  
Workshop Package: \$250

Non-Indiana Residents  
Workshop Cost: \$30  
Workshop Package: \$300

**LEARN MORE** about Purdue Extension's Digital Ready Businesses program and how to participate at:  
[cdext.purdue.edu/DR](http://cdext.purdue.edu/DR)

## **CONTACT US**

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**DIGITAL READY** BUSINESSES

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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

### **Business Intelligence**

Intro to artificial intelligence for maximizing business value

### **Extended Reality**

Exposure to augmented reality, virtual reality and mixed reality