

## **School is in Session - Hubbard Broadcasting Launches Hubbard Digital Academy**

September 26, 2017 - St. Paul, MN - Hubbard Interactive powered by 2060 Digital, a division of Hubbard Broadcasting, will launch Hubbard Digital Academy on December 6, 2017. This one-day event is designed for small business owners and marketing professionals, who want in-person training to leverage the power of digital. Hosted at the Union Depot, Hubbard Digital Academy includes 12 breakout sessions from Hubbard Interactive experts, who have worked with hundreds of local and national clients.

“For the past four years we have been hosting an event called Breakfast with Benefits,” says Social Media Manager, Melissa Budensiek. “We’ve had so many businesses come to us wanting more instruction, we created an event where we can cover what’s hot in digital right now. It’s always changing, and our speakers are excited to show tactics brands can use now, but also what they can expect to see moving forward.”

“I’m excited to have the Twin Cities area business community meet, share, and learn from our phenomenal, LOCALLY based, digital team at Hubbard Interactive” says Bernie Laur, Director of Digital Sales. “In addition, we’ll have some of our partners join us to share their expertise, and, being a Google premier partner, we are thrilled to leverage our relationship and have our Keynote speaker be from Google”

Attendees will create their own class schedule that will include topics such as: Facebook Basics for Business, An Introduction to Google Analytics, Google, Yelp & Getting Found Online- SEO Best Practices, Using Video in Your Digital Strategy, Facebook Advertising 101: How to Hit Your Target, The Makings of a Perfect Social Media Sweepstakes, Influencer Marketing: The New Endorsement, Social Media Analytics: How to Measure Success, How to Use Social Media to Market Your Event, Facebook Advertising Advanced: Batch Editing, A/B Testing & More, LinkedIn Training: How to Create the Perfect LinkedIn Profile, and Design School: Easy Ways to Create Graphics for Your Brand. You can learn more by visiting: [www.hubbarddigitalacademy.com](http://www.hubbarddigitalacademy.com).

### **About Hubbard Broadcasting, Inc.**

Started in 1923, Hubbard Broadcasting, Inc. is an American television and radio broadcasting corporation based in Minneapolis-St. Paul, Minnesota that was started by Stanley E. Hubbard. Hubbard Broadcasting operates radio stations and television stations in nine states.

In addition to radio and television broadcast stations, other Hubbard Broadcasting companies include the satellite and cable networks ReelzChannel (launched in 2006) and Ovation TV, F&F Productions and the Hubbard Radio Network, which is used to distribute talk radio content to subscribing radio stations in Minnesota and North Dakota.

In the past decade, Hubbard has expanded into the digital realm with the creation of Hubbard Interactive powered by 2060 Digital. They design websites, manage email databases, execute online advertising campaigns and are the social media voice for hundreds of brands.

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