

STEPS OF DIGITAL MARKETING DEVELOPMENT



Review & Analysis
Reach? Engagement? What to optimize next time



Digital Media Spend
Get more people to see your posts



Targeting
Who do you want to see your posts?



Creative
Bring your posts to life with Images, Videos, GIFs



Content Calendar
Plan out your social posts by month



Platforms
Facebook? Twitter? Instagram?



Strategy
How are you going to achieve it?



Goals
What do you want to achieve?

Brand Background & Guardrails
Character? Voice? What topics are fair game?