

BUILDING AN ONLINE PRESENCE

Now that you know why it is important to have an online presence for your business, and some of the ways you can do it, it is now time to put the learning into practice. Use this task to write down ideas on how to start a digital marketing campaign and how to develop your brand book. This is a space for exploration, so do not worry about getting everything right on the first go. You will have time to revisit your plan as you progress in the WIDB foundations course.

1. SOCIAL MEDIA

WHERE YOU ARE NOW:

How many social media accounts do you have, and on which platforms? 4

How many posts (or stories) do you publish each week, roughly?

6

WHERE YOU WANT TO GO:

What are the social media accounts that you plan on having within the next 3 months? You can add new accounts, or simply stay with the ones you have.

4

How did you come up with that number?

Based on my content strategy ,target audience and where I can get most effective .Considering factors like engagement ,ease of content creation and how each platform aligns with my goals.

How many posts and stories do you want to make each week (it can be more, less, or the same)?

6

Will you be the one managing the accounts, or will it be someone else? Why?

I will be managing the accounts.

2. MESSAGE APPLICATIONS

WHERE YOU ARE NOW:

How many accounts on message applications do you have, and on which platforms?

3 instagram, linkedin facebook

What do you use them for?

Connecting with my clients

WHERE DO YOU WANT TO GO:

What else do you think you will do with messaging applications in the next 3 months?

Connecting with even a bigger audience

Tip: Some possible ideas are contacting clients, marketing, sales, customer service, shipping and delivery, payment collection.

3. WEBSITE

WHERE YOU ARE NOW:

Do you have a website or a landing page? NO

What are the main contents of your website, if you have one now?

I don't have one

WHERE DO YOU WANT TO GO:

Do you want to build a website or change your existing website in the next six months? Yes, I want to build one

If so, what type of website do you want to build?



A landing page



A website from a website building service



A simple self-hosted website

BUILDING A WEBSITE

Choose which sections you would like to include in your next website, and describe what you will put in them.

Tip: You can use website building services such as [Wix](#) or [Squarespace](#) to get some inspiration.

☐

Homepage

I would love to have my hero section showcasing some of my products and also a call to action button for making bookings faster.

☐

Header and menu

For the header, I would love to have my navigation links and also a menu for my products

☐

About us

Here I will showcase what my business is about, how it got started and what my target audience is

☐

Products

I will share videos and pictures of my products together with their pricing and also a button to make people buy things faster.



Services

I will briefly show my products and also highlight all the services I offer and also all the others that I want to major in



Support

Here I will showcase all the support system I have and the people I cooperate with in my services



Footer

A clean footer with links to my main page, social media icons and where they can get us



Contact us

I will include links to my gmail account, the phone number where they can contact us and also include a map to where my business is located

4. DIGITAL MARKETING

WHERE YOU ARE NOW:

Are you using online ads for your business? If ☐ YES ☒ NO
you are, where do you publish your ads?

Are you writing content for marketing purpose?

Not yet

WHERE DO YOU WANT TO GO:

/ YOUR ADVERTISING CAMPAIGN

Try to answer the questions below to build your advertising campaign. Who are your target customers?

Women, girls and young children

What is the goal of your campaign, and how long will it last?

A maximum of three months and the goal of it is to create awareness of my businesses.

What is the style you want to give to your messages, and what are the keywords that you want to use?

beauty

Choose digital channels between search engines, social media, email, and influencers What are the digital channels that you would like to use?

☒

Search Engines

☒

Social media

☐

Email

☐

Influencers

Write 3 messages for your campaign.

Where elegance meets culture

Beauty any day all day

Look good, feel good.

How will you know if your campaign is a success?

When I get clients I have never connected with

/ CONTENT MARKETING

Do you think that your business could benefit from articles, blog posts, infographic, about your product (is there a niche)?

☐

YES

☒

NO

If you think it can, what types of article could you write? Write a list of potential topics.

I would write an article in a beauty magazine.

How to look good without huge effort

Where would you publish these articles?

In a fashions magazine

/ YOUR BRAND BOOK

Describe your brand's identity.

Beauty

What is the story you want to tell about your brand? What values does your brand stand for?

You do not have to break the bank just to look good

What is your brand's mission?

Restoring elegance using our clip in hair extension

Who is your target audience?

Women

What is the style of your content?

☐

Technical

☒

Non-technical

What is your tone?

☐

Formal

☒

Informal