

## 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?

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

#### 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.

How did you come up with that number?

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

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

## 2. MESSAGE APPLICATIONS

### WHERE YOU ARE NOW:

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

What do you use them for?

### WHERE DO YOU WANT TO GO:

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

*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? YES NO

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

### WHERE DO YOU WANT TO GO:

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

YES NO

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

Header and menu

About us

Products



Services

Support

Footer

Contact us

## 4. DIGITAL MARKETING

### WHERE YOU ARE NOW:

Are you using online ads for your business?      YES      NO

If you are, where do you publish your ads?

Are you writing content for marketing purpose?

### 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?

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

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

### 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.

How will you know if your campaign is a success?

### / 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.

Where would you publish these articles?

## / YOUR BRAND BOOK

Describe your brand's identity.

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

What is your brand's mission?

Who is your target audience?

What is the style of your content?

Technical

Non-technical

What is your tone?

Formal

Informal