**Welcome to my Digital Marketing Strategy Workbook!**Digital Marketing has become one of our most important assets in business, and there are so many different requirements, that it can be confusing on what are the most basic channels.

Digital Marketing includes every technology on the internet, but also includes mobile phones, advertising, social media, emails and many other options.

At Gold Coast Training Workshops, we have made it easy for you by creating a workbook, so you can make sure that you have all the details needed to set yourself and your business up online, and not miss anything.

It is also great to have all the information in one place. Passwords, biographies, business details, everything is on the one document.

This creates consistency across all platforms, and you will always have exactly the same wording, which is awesome for branding.

Enjoy the Workbook, and if you find it too hard or confusing or don’t have the time or the inclination, we also offer a Done-For-You Package (or whatever you want to have set up), so it will all be done properly, and you can then just add to it after it has been set up.

Good luck!  
  
Miriam Scott