

Says

What have we heard them say?
What can we imagine them saying?



Trackable movement; helps you judge your marketing effectiveness.

Internet:the place where all your customers.

Positive brand image:helps you build trust and credibility.

Thinks

What are their wants, needs, hopes, and dreams?
What other thoughts might influence their behavior?



Your content is at the base of your digital marketing strategy.

You need to have content for your website,social media,and emails.

Blog posts are a great way to share content on your website.



Better reach

Increase in brand awareness for small businesses.

Can compete with large corporations.

Digital marketing is important it connects a business with its customers.

When they are online is effective in all industries.

It contents businesses with ideal customers.

Does

What behavior have we observed?
What can we imagine them doing?



Feels

What are their fears, frustrations, and anxieties?
What other feelings might influence their behavior?

