

DIGITAL MARKETING STRATEGY

TIME FRAME	6 Months
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GOALS

1. **Advertising focus/ role** - involves developing a:
 - a.) Brand voice. I.e. the types of captioning we use, the kind of language used. E.g. playful, funky, professional 'entertainey'.
 - b.) Establishing and maintaining brand design elements. E.g. how our logo would look on different documents, be it print or digital, what other colour palettes will we accommodate when giving online or any kind of communication, including '**brick n mortar**'.
 - c.) Maintaining the brand colour. I.e. the **two** shades of maroon and white as a primary colour.

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2. **Customer Focus** - The intention is that by the end of six months, we need to have;
- a.) Known who is our biggest online customer, what towns or countries do they reside in, what gender are they and how they are using our app.
 - b.) Developed a strong **customer service/ response** nature. - i.e. response rate to FAQs, and other online enquiries.

The question 'What time does the 3 pm parade start', is not a stupid question - Walt Disney
The customer is the sole reason I have a job.

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3. Investor Reach/ approach - By the end of six months we need to have developed an online portfolio of the work we do, customers we have satisfied or service we offer.

This serves as a complimentary element to back end data collected from the app.

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Advertising

- . [Social Media Pages](#)
- . Social Media postings
- . Increasing engagement
- . Variating content type

Customer
Focus

- . [Using analytical tools](#)

Investor
Focus

- . [Developing an online portfolio](#)