Digital Marketing and Strategy

Start now!
What is digital marketing?

Why should you create a strategy for your marketing?

What platforms can we use for digital marketing?

Let's try out Canva
Digital Marketing
Which of these are you more likely to buy?
How can you market online?
Who is your audience?
What are their values?
Consumer C

Introduction

Tools

Strategy

Canva
Today’s Tool: Canva
https://canva.com/
Choose from any template and GO!
Your Challenge Today

Create 2 Graphics on Canva to Use in your business social media
You MUST consider...

1. Your Ideal Client and their Values
2. A product or service for your business
3. The Values and Vision of your business

30 minutes to complete 2 graphics...