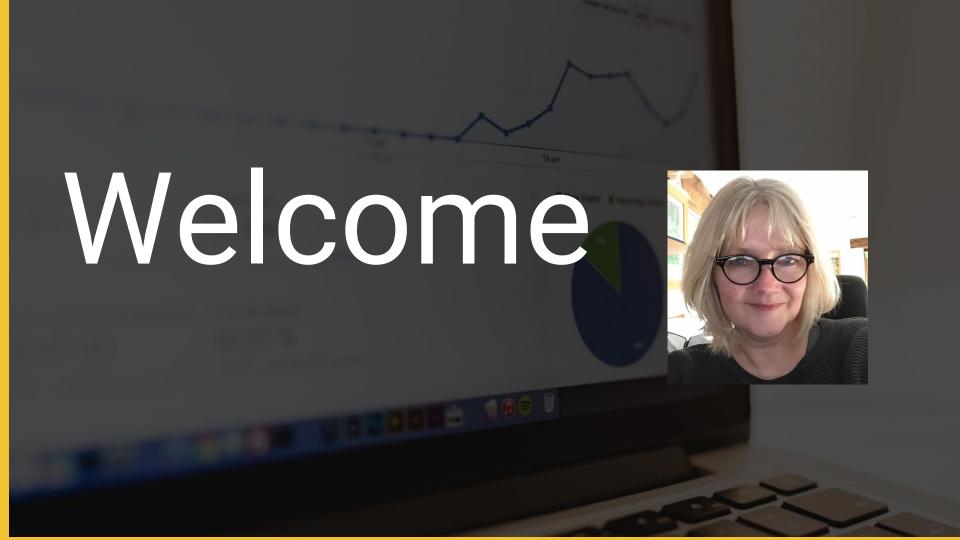


Introduction





Over the next few weeks...

- Overview of marketing strategy
- Target audience profiling
- Social media & social media content
- Legal aspects of digital marketing
- Email marketing, list building & content ideas
- SEO, paid search & digital advertising
- The art of blogging
- Content marketing
- Writing for the web
- Pulling it all together

About the assessment

All the assignments do need to be completed to get the qualification...

Ongoing assignments each week

- Worksheets, Q&A
- Creating a social media profile
- A social media survey exercise
- A target customer exercise
- Interpersonal skills worksheet

Big assignment

- Creating a digital marketing plan for your business
- Creating a 3 month activity calendar

Booking your 1-2-1 sessions

- I recommend booking your sessions when you've finished module 5 and then after module 10
- You can use the sessions to discuss any aspect of the course in more detail, or I can help you with specific issues relating to your business
- But I can go with whatever works best for you.
- At any point in the course, if you're not sure about something, you can email your questions at <u>jackie@brightsparkmarketing.com</u>

