

LEVERAGING YOUR DIGITAL FOOTPRINT

Description

Not everyone is a digital marketing expert. Coached by an experienced Marketing Consultant learn how to leverage digital media to deliver your business objectives.

Learn to focus on the right elements for your business and how to tailor your content to reach new and existing customers and deliver results for your business.

Work alongside an experienced Marketing Consultant to learn what works for your business and how to integrate with existing sales and marketing efforts.

Learning outcomes

Working with Michelle Jones, an experienced Marketing Consultant with more than 20 years' marketing and operational experience across a broad range of businesses and industry sectors, you'll learn:

- How to audit your existing digital footprint to understand what role each component plays
- What digital channels you can choose
- How to determine which digital resources and channels most effectively reach your customers / potential customers
- How to build an online community of brand advocates
- How to combine digital activity with your other sales and marketing efforts
- How to create great content that you can use across a range of digital channels, maximising your return on investment
- How to get bang for buck from your digital media spend
- How to measure whether what you are implementing is working and when to pull the plug on activities that aren't working

We'll meet to understand your current digital platforms and activities, then realign them to enable you get maximum return on your investment (both time and financial).

Working alongside Michelle you'll get a better understanding of how to leverage your digital footprint to raise awareness of your business, drive engagement and ultimately increase sales to deliver on your business objectives.

Duration

A one-hour workshop to audit what digital resources you have, what you are currently using and why, followed a week later by a two-hours planning session to make those resources work harder for your business. Meetings by phone, Zoom or face-to-face.

Cost

\$600 plus GST. Additional sessions available at \$175 plus GST/hour

Contact

Michelle Jones

Email: michelle@thefoodieinc.com

Phone: 021 379538

www.thefoodieinc.com

To make a booking please contact Michelle on 021 379538 or michelle@thefoodieinc.com to discuss your requirements.