

Digital Marketing BEST PRACTICE

with Kim V. Goldsmith

1. RESEARCH + PLANNING: Start with an audit of all your digital channels. Then work through WHO (build profiles), WHAT (messaging), WHERE (channels) and WHY (objectives) you want to communicate.

2. USE QUALITY CONTENT TO CONVERT: Use a content calendar - different content for different channels. Create and curate content, but stay on message.

3. BE GENUINE + AUTHENTIC: Engage, respond, connect and limit automation to those tasks that don't require so much of the personal touch.

4. PARTICIPATE + SHARE: Contribute useful content that informs, entertains, provides solutions; share information and create a community of interest around you - think groups, chats and forums.

5. MODERATE + MONITOR: Ensure you pre-moderate as well as post moderate your online content; monitor responses, actions and adjust if you're not achieving your objectives.

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