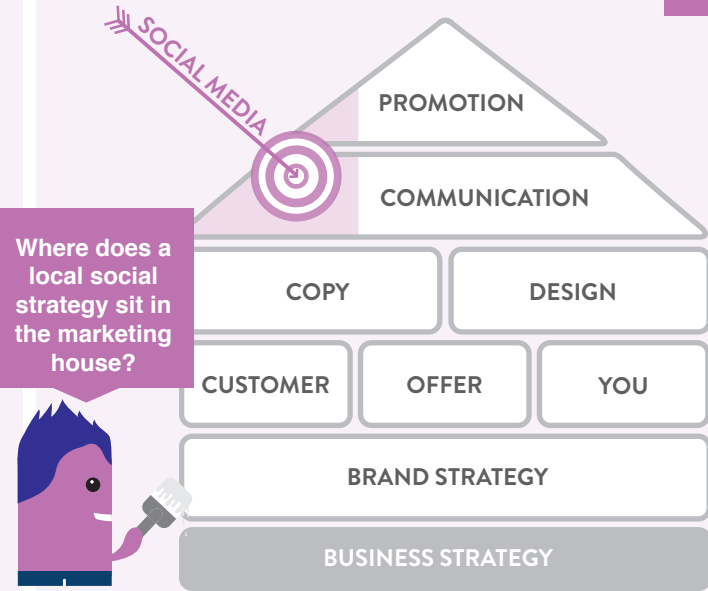
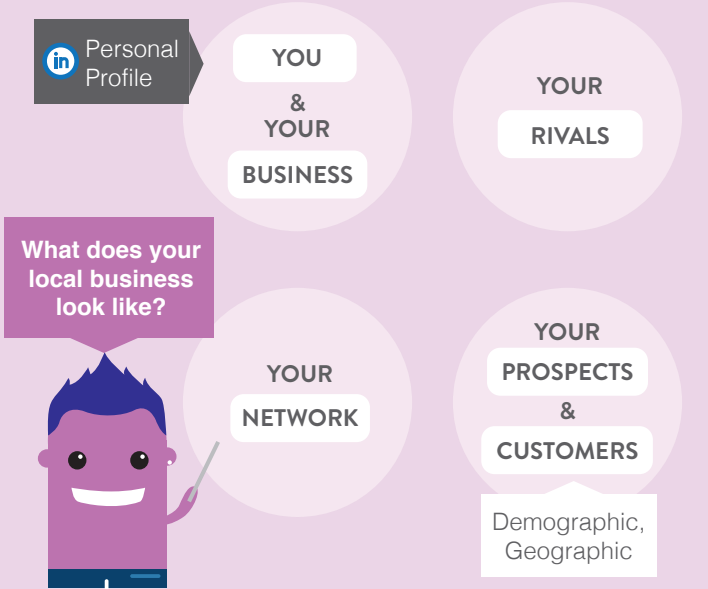


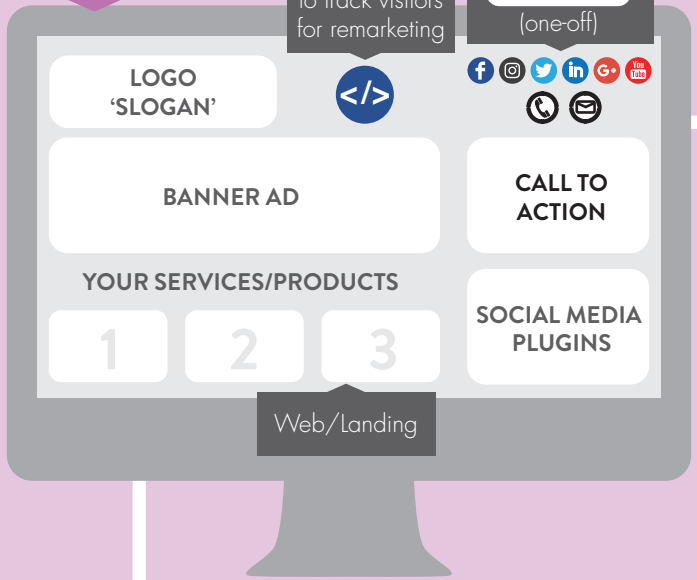
1 SOCIAL STRATEGY HOUSE



2 ONLINE



Is your website setup for marketing communications?

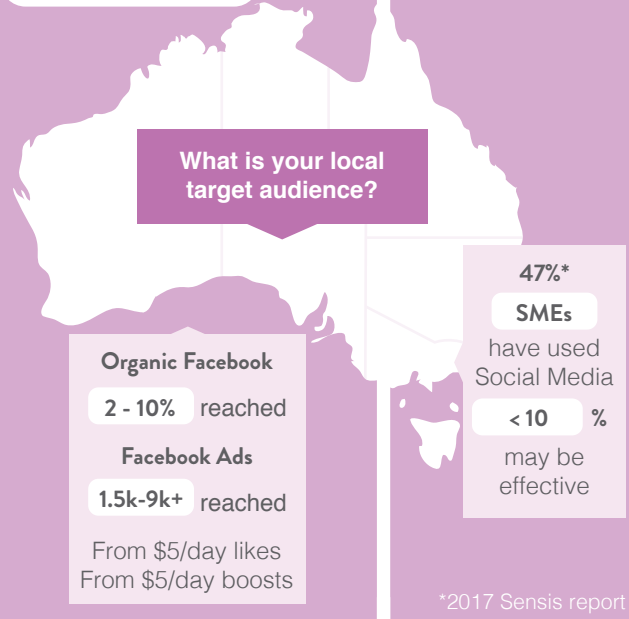


3 'INBOUND'

How can you generate visitors to your website?

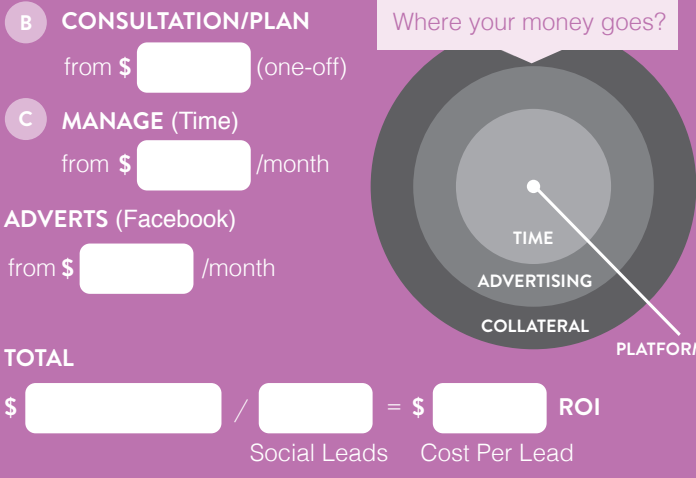


4 LOCAL SOCIAL



5 INVESTMENT

Can local social media marketing meet your ROI?





WHO	Describe the target audience Demographic + Geographic	PRIMARY: (i.e Prospects and Customers)	SECONDARY: (i.e Industry, Community, Network)
WHAT	Problems you solve for your audience? i.e. Why are they buying from you? Actions you'd like them to take: <ul style="list-style-type: none"> • Purchase • Enquire • Connect • Download 		
WHY	How is your solution unique? Why do Customers buy from your competitors? Proof Guarantees, testimonials, press etc		
WHERE	Where have you been communicating with your audience in the past? Keywords or phrase? What buyers type into Google? Marketing tactics & Content Strategy Blog, Twitter, Youtube, email newsletter, Google Ads, e-books, Facebook, podcasts, etc		
HOW	What is the look and feel of your brand? What is your slogan? Content Strategy: Web, Blog, News etc. Facebook Advertising: Page/Post Promotion (Saved audiences, interests +, budget?)		
WHEN	Weekly Schedule: Insights/Measurements: Likes, Reach, Engagement (Post Clicks), Connect		