


EDER HOLGUIN

DIGITAL


CREATE - ENGAGE - AMPLIFY

GENERAL DIGITAL OVERVIEW

- Branding and Positioning
 - Online Visibility
 - Search results
 - Awareness (impressions on different channels)
 - Site traffic (Sources, channels, Direct vs. referral, paid)
 - Social Footprint (Number of fans/followers)
 - Engagement (Number of mentions)
 - Frequency (Number of posts)
 - Content Strategy (Unique/Curated/Repurposed)
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BRANDING STRATEGY

1. Establish goals:

- Unique Value Proposition
 - Positioning
 - Identity
 - Image, Tagline
 - Voice
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SOCIAL MEDIA STRATEGY

1. Establish goals:


- Branding
 - Sales
 - Traffic
 - Visibility
 - Reputation
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SOCIAL MEDIA STRATEGY


2. Identify audience, message and distribution channels

- Who is your ideal customer?
 - Where are they online?
 - What is the most effective way to communicate with them?
 - What is our USP and how to communicate it effectively?
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CONTENT MARKETING STRATEGY

- Identify type of content to share with target audience
 - Monitor and optimize frequency and type of content
 - Strategy and schedule
 - Influencer content
 - Curated content vs. Original
 - Editorial schedule
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CONTENT DISTRIBUTION STRATEGY

- Find the right digital channels
 - Content production and voice
 - Strategy
 - Content syndication and curation
 - Authority marketing and trending news hijacking
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SALES PROCESS & STRATEGY

- Define ideal target (company size, title, revenue, etc...)
 - Filter data and delegate
 - Initial outreach
 - Need analysis
 - Presentation
 - Follow up
 - Close
 - Account Management and retention
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INFLUENCER PROGRAM

Identify Influencers that will serve as ambassadors

- Establish a dialogue
- Create content that will speak to their audience
- Find a value proposition that works for influencers
- Share goals and objectives



MEASURE AND OPTIMIZE

Compare original goals and measure:

- Influence
 - Reach
 - Traffic
 - Engagement
 - Social media footprint
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ADDITIONAL SERVICES

- Display, Mobile and E-mail
 - Native Advertising
 - SEO and PPC
 - Lead Generation
 - Content Syndication
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