Questions for your organisation to consider carefully while developing a Digital Marketing Strategy.

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| **Identify the key benefit of your organisation.**  Consider your BIG WHY and your vision while answering all of the below questions. |  |
| **Who is your target market?**  Who are you targeting through your digital marketing tools and websites? E.g. existing members, new members, sponsors. |  |
| **What is your target market’s demographic?**  Consider age, location, gender, marital or family status, occupation, income level, education level, etc. |  |
| **What is your target market’s persona?**  Define their attitudes, values, interests, lifestyle, and behaviour, etc. – What makes them ‘tick’? What do *they* want? |  |
| **Tone of voice and language principles?**  Consider the tone and language that will connect with your target market. E.g. Fun and chatty; formal; informative. |  |
| **Types of posts and on what platforms?**  What technology capability do you have? Can you post video, photos and text? Determine which platforms would best suit your posts and reach your target market (website, Facebook, Instagram, Twitter, TikTok)? |  |
| **Types of content?**  What content will best connect with your target market? E.g. stories of current members’ achievements; things to celebrate. |  |
| **Frequency and person/people responsible for posting?**  E.g. multiple times per day, daily, twice-weekly, or weekly? Who will be responsible for posting? Do they have the time and resources to meet these timeframes? |  |
| **Promote your digital platforms?**  How will you promote your digital platforms to your members and the community? Link on website? Emails to members? In your newsletter? Include on flyers? |  |