

- » Digital Marketing Strategy
- » Digital Marketing Policy
- » dMAP (Digital Marketing Action Plan)





- » what you are trying to achieve?
- » link to core businesses
- » be clear on target markets- who is it for?

- » brand consistency
- » messaging and tone
- » sharing
- » tailored content per platform
- » photos
- » videos





TECHNICAL ABILITY



- » digital marketing policy
 - » who, what, when, where, how?
- » posting and frequency
- » adapting based on data
- » automation

