

Realise
Business

Digital Marketing Foundations

Your Social Media Platforms

Circle the platform you will use to grow your business



Other:



Do your competitors advertise on this platform?

Yes

No

Do your competitors use the platform/s?

Yes

No

Do you feel confident in your choice?

Yes

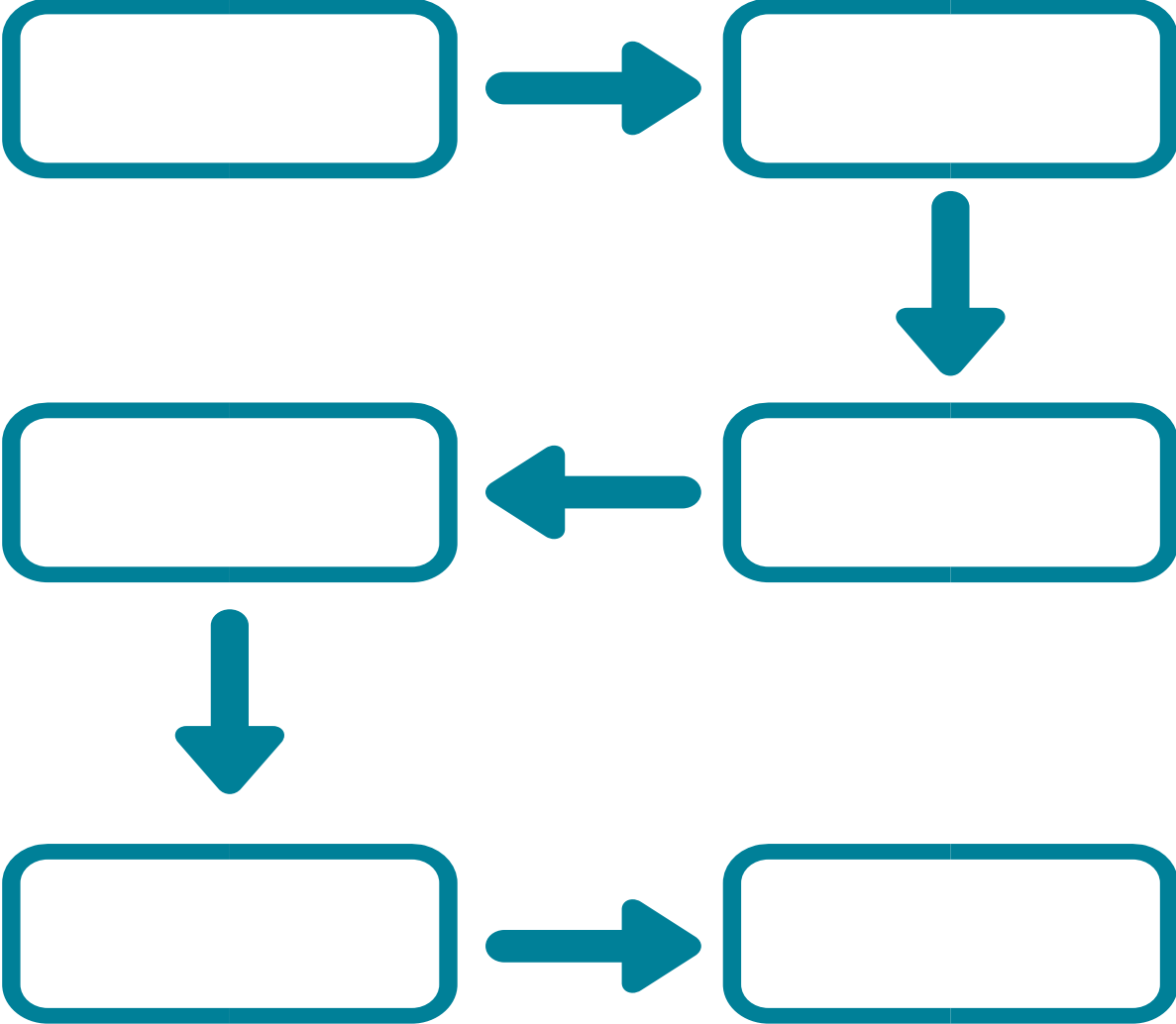
No

Do you have a strategy in place to create brand awareness?

Yes

No

Your Advertising Funnel



SEO Checklist

- Title Tags and Meta Descriptions
- Alt Text in Images
- Heading Tags
- Mobile friendly
- Created blog content
- Google analytics set up
- Your page is linked to all your social media account

Posting Schedule

Make a posting schedule post 2 - 3 times a week and change up the subjects.

When will you post and what will you post?

M	T	W	TH	F	S	S