

DIGITAL MARKETING WORKFLOW: STRENGTHEN ENGAGEMENT

Campaign Name: _____
 Platform: _____
 Budget: _____
 Optimization: _____

AD 1: _____

Company Page Name: _____
 Text: _____
 Image: _____
 Headline: _____
 CTA: _____

Text: _____



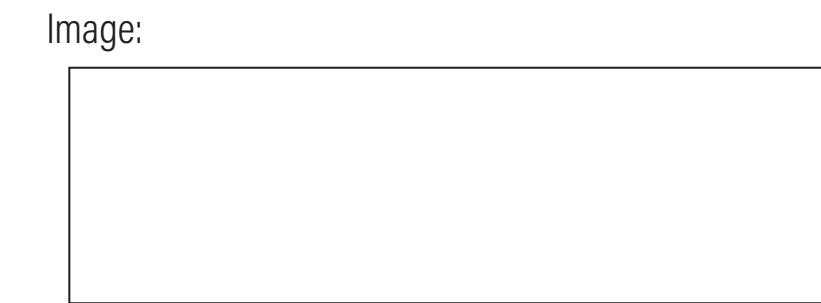
Headline: _____

CTA: _____

AD 2: _____

Company Page Name: _____
 Text: _____
 Image: _____
 Headline: _____
 CTA: _____

Text: _____



Headline: _____

CTA: _____

BEST PRACTICES

Facebook Ads

- > **Establish** your goal (ex: awareness, conversions).
- > **Know** your target audience.
- > **Use** compelling images and video that resonate with your audience.
- > **Use** words that hook your audience, excite, and entice them to act.
- > **Include** one clear call to action.
- > **Monitor** performance and adjust accordingly.

STEP 2

LANDING PAGE

Hero Image

Text

CTA with Form

Footer

RETARGETING ADS

[ALWAYS RETARGET ALL VISITORS]

BEST PRACTICES

Landing Pages

- > **Never** send traffic to your home page. Use a landing page instead.
- > **Make** sure the landing page matches what your ad is promoting.
- > **Include** real testimonials.
- > **Align** the look with the rest of your branding.
- > **Use** bullets to simplify wording.
- > **Make** an offer (ex: free trial, download).
- > **Include** one clear call to action.

STEP 3

BEST PRACTICES

Digital Marketing

- > **Be** eye-catching.
- > **Keep** your message clear and simple.
- > **Have** a strong call to action.

EMAILS

INTRO EMAIL

Text

CILLUM DOLORE

DETAILED INFO

Text

CILLUM DOLORE

ASK

Text

CILLUM DOLORE

BEST PRACTICES

Drip Email

- > **Know** your goals, then build your campaign.
- > **Keep** messages short and simple.
- > **Explain** how your audience will benefit.
- > **Personalize** the message.
- > **Have** a clear call to action.
- > **Use** specific subject lines.

HOW TO DRIVE ENGAGEMENT

Use this workflow to raise awareness, capture leads, and drive engagement with your programs and events. Don't forget that the most successful marketing includes a combination of professional, human, and personal content. Most importantly, you must engage your base on an emotional level.