

# **Digital Marketing & Communications Strategies**

**Yolonda D. Lavender**

# Focus Areas

**Social Media**

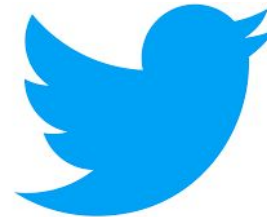
**Email**

**Text**

---

# Social Media

- Increase brand awareness
- Build engaged audiences
- Advertise products and services to target audiences
- Sell products and services to target audiences



# Social Media Marketing Strategy

- Create a social media marketing plan
- Develop a social media marketing calendar
- Execute social monitoring and listening
- Stay Engaged
- Repeat

# Social Monitoring

Collecting analytics and tracking metrics.

- Awareness: highlight your current and potential audience.
- Engagement: reveal how audiences are interacting with your content.
- Conversion: show the effectiveness of your social engagement.
- Consumer: demonstrate how active customers think and feel about your brand.

# Social Listening

Looking beyond the numbers to consider the mood behind the data.

# Email



yahoo!



mailchimp

**Text**



---



# ***TEXT MARKETING***



**Music**

**&**

**Business**



**Stay Engaged**



—