Digital Media

April 17, 2018
What Are We Trying to Achieve?

BEGIN...

...with the END in mind!
What Are Our Vehicles?
Match Them Up!

1. Who is your audience?
2. What do you want them to do?
3. What is the best way to reach them?

Rule #1:
Social Media
Is it working?

How Do You Measure Success:

- **Email** – Open Rates/Clicks
- **Website** – Page hits, stickiness
- **Social Media** – Followers, Shares, Retweets,
- **Forum/Chatroom** – Posts, Members
- **Podcast** – Downloads
- **Video** – Views
- **Text/SMS ??**
Thank You