

## Activity: Create Your Own Basic Digital Marketing Strategy

### Objective:

Apply the key components of a digital marketing strategy to a real-world scenario.

### Instructions:

Choose a brand (real or imaginary) and outline its basic digital marketing strategy using these four components:

**Goals** – What is the primary marketing objective?

**Audience** – Who is the target customer?

**Tools & Channels** – Which digital platforms and tools will be used?

**Analytics** – How will success be measured?

### Examples:

**Brand:** Eco-Friendly Skincare

**Goals:** Increase brand awareness and drive 500 website visits per month.

**Audience:** Women aged 20-40, interested in sustainable beauty.

**Channels & Tools:** Instagram, blog content, influencer marketing, Google Analytics.

**Analytics:** Track website traffic, social media engagement, and sales conversions.

### Outcome:

This activity will help you think critically about how brands build a structured marketing strategy instead of relying on random efforts.