

STRENGTHEN YOUR ONLINE PRESENCE



Q: What platforms am I currently on?

(Examples YT? FB? INSTA? VLOG? EMAIL? MEDIA REEL?)

Q: What platforms could I be on that I could include/improve?

(Examples YT? FB? INSTA? VLOG? EMAIL? PODCAST? MEDIA REEL?)

Q: What separates you from your competitors online?

(List strengths, unique traits & Values about your brand)

(Examples: Distinct logo, Defined Brand Canvas, methodology, CEO story/
background, niche, personal values)

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Q: List some themes and/or events that would showcase your brand & culture?

(Time of year | Birthday | Pets | Dry July | Charity events)

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Online Design Creation Format:

HEADLINE / THEME: (ATTENTION)

IMAGE: (ENGAGE)

COPY: (EDUCATE)

CTA / CTE: (ACTION)