

SOLVING THE DIGITAL MARKETING JIGSAW PUZZLE WORK BOOK



Alan Hennessy
THE DIGITAL MENTOR

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This workbook was created to help you keep track and document your progress as you read the “Solving The Digital Marketing Jigsaw Puzzle”.

Keep this workbook close to you as you work your way through the book and take notes, build your marketing plan and develop your digital marketing strategies.

The Digital Mentor Process Flow Framework guide that Alan follows to gain a successful branding and marketing methodology.

THE DIGITAL MENTOR PROCESS FLOW



*“Decisions Today Will Define Us Tomorrow”
Alan Hennessy - The Digital Mentor*





DIGITAL MARKETING MINDSET



GOALS AND OBJECTIVES

BRANDING

PLANNING AND STRATEGY

FRAMEWORK FOR BUILDING SUCCESSFUL CAMPAIGNS

CREATING THE CONTENT

IMPLEMENTATION PROCESS

SOCIAL CURRENCY AND SOCIAL PROOF

PUBLISHING AND PROMOTION

MEASUREMENT AND ANALYTICS

YOUR PERSONAL NOTES FROM BOOK

SOLVING ***THE DIGITAL MARKETING*** ***JIGSAW PUZZLE*** ***WORK BOOK***

Now it's Time for you to get creative

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www.thedigitalmentor.ie