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Step 8: Your 'How do you show up' strategy – having worked through all the components of understanding digital, getting comfortable and clear with your purpose and message, content, audiences, networks and insights – we'll work with you to bring it all together to enable you to continuously learn, develop, grow and drive success.

Step 7: Your connections – networks are a key part of business development and support. Having the right networks in place can make a significant difference to your online activity – helping you to amplify your message and reach new and relevant audiences.

Step 6: Your insights – understanding data is critical. You don't need to be a statistician or excel whizz, but you do need to understand what data is out there and how it can inform, educate and steer your activity.

Step 5: Your content – with purpose, knowledge, and your channels in place – the development of your content plan to align is key.

Step 4: Your channels – now you have an understanding of what and how everything works, we need to help you determine your rules of play.

Step 3: Your audiences – whether you have a very clear idea of who your target audience is – or you're still deciding, we'll work with you to guide and support you with audience development. How to determine, find, engage and influence relevant audiences.

Step 2: Your digital confidence – some of us know more than others and may have been operating in digital for a while, but regardless of where you are, there's often something missing. We'll take you through a comprehensive 'digital 101' journey, ensuring you're confident that you understand key drivers around the 'owned, earned and paid media types, the variety of channels – and how to get the best out of digital activity.

Step 1: Your purpose – it has to start with what you're setting out to achieve. This is often the most challenging aspect of the program, but the most worthwhile.