



# DIGITAL MARKETING GUIDE

YOUR INTRODUCTORY GUIDE TO ALL THINGS  
ONLINE MARKETING.

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## HOW TO USE THIS GUIDE

Digital marketing will help you build a strong online presence. This guide is intended to be a practical, introductory resource to help you understand the basics. After reading this guide you will be able to:

- Create a digital strategy
- Understand the different channels and how to use them
- Identify your customer journey
- Recognise the difference between inbound and outbound marketing

Use this guide often.

Refer to it as you create your strategy, implement your marketing and review your metrics.



## **ELEVATE CREATIVE CO.**

### WHO ARE WE?

For more than a decade, the team at Elevate Creative Co. have been helping businesses with their marketing. We have written, planned, implemented and reviewed thousands of projects for clients across all industries.

We recognise that not every business has thousands of pounds to spend every month on outsourcing their marketing. This guide is designed to give you the knowledge and tools you need to create and implement a strong marketing strategy.



[Elevate on Instagram](#)



[Elevate on Facebook](#)

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**C H A P T E R**

# 1

## **INTRODUCTION**

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# INTRODUCTION

Digital marketing is the process of promoting a brand, product or service using digital channels to reach and engage customers.

It has become an essential part of any business' growth strategy as more and more people spend time online.

The first step in your journey is to define your audience. Who do you want to market to? This one of the most important questions to answer because it will shape your entire marketing strategy and messaging.

Next, once you have defined your audience and created a customer profile, you can explore the most effective channels to attract, connect and convert your audience.

Some of the most widely used channels for marketing online include search engine optimisation (SEO), social media marketing, email marketing, paid advertising, and content marketing.

You might find it beneficial before you work through the guides on each marketing channel to complete the customer profile guide first.

This will walk you through the process of developing your ideal client and creating a customer profile. Even if you already have one, you can use this guide as a way to refresh and revisit your profile to add to or refine the details to make sure you are targeting the right people.

Before we dive into the specifics of how to create a digital strategy, we will first spend some time summarising the main methods of marketing your business in the online world.

One of the great advantages of digital marketing is that with any of the options you choose, everything is measurable so you can track and adjust your campaigns or even switch channels to try something new.



**C H A P T E R**

# 2

## **DIGITAL MARKETING TYPES**

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# DIGITAL CHANNELS

There are countless digital channels to use to reach your target audience. Just because they exist, it doesn't mean that you should be present on all of them.

Choose between 1 and 3, learn them well enough so that you see a return on your efforts and then branch out to others in time.

Digital marketing is also resource intensive. Although most of the strategies we suggest in this guide are free, you still have to invest your time. And time is money.

If the budget allows, and you would like results a little faster, you may decide to combine paid marketing with organic.

Always be aware that some organic methods will take longer to take effect than others. SEO for example can take between 6 and 12 months to start seeing results.

In the early stages, patience is needed, particularly if you are starting out from scratch and you are building a new blog or social media following from zero.

There will be times when it seems like you are posting to nobody. Build up your bank of content, follow the steps that we recommend and you will be able to grow a loyal following who will convert into paying customers and repeat business.

If you have a budget, you can invest in paid ads and achieve results quite quickly – if of course, you know what you are doing.

It's fairly simple to run ads online using social platforms or search engines and you can drive traffic to your website and products or services, but to be effective the ads must target the right people.

Results with any type of digital marketing won't happen overnight.

It takes time to plan, create content, build an audience and see results. Be patient and don't give up too easily.

All of your digital efforts should direct as many people as possible to things that you own such as your website and mailing list.

Your social media accounts and other marketing channels beyond your control are at the mercy of platform owners who can remove your account without warning.

Your audience who know, like and trust you are gone, leaving you to start again from zero.

An effective marketing funnel can help you with the process of taking a stranger to a follower to a customer.

So, without further ado, let's dive in to some of the main types of digital marketing:





## #1 SEARCH ENGINE OPTIMISATION (SEO)

The aim of SEO is to improve the visibility of your website in search engine results pages (SERPs). This is done by optimising your website's content, structure and on-page elements like titles, metatags and using off page tactics such as link building. When done correctly, SEO can help you attract more visitors to your website, which can lead to more sales and leads.

# SEARCH ENGINE OPTIMISATION

Search engine optimisation has evolved over the years albeit at a much slower pace than the algorithms that you experience on social platforms. Social algorithms such as those on Instagram change rapidly and it can be difficult to keep up.

Investment in SEO is advised as it's a long term strategy for your business. It can generate leads and sales for the long term.

The content that you optimise for search has a much longer lifespan than content posted to social platforms.

A post to Instagram, Facebook or Twitter is only seen by a very small proportion of your audience. Most never see what you post as it is swallowed up in the newsfeeds which are constantly populated with new content.

Although there have been some significant algorithm updates to search engines, there are some core principles that guide all of your efforts:

**User Intent** – Write for people first, and search engines second. Don't try to game the system by keyword stuffing or other shady tactics, as this will only hurt your visibility in the long run.

Put yourself in the shoes of your prospects. What information do they want to find? Why do they want the information?

User intent is one of the most important aspects to SEO. It will guide everything you publish and how you create it.

**Relevance** – Your content must be relevant to the keywords you're targeting. If it's not, your website will not rank high in SERPs. If a prospect types a search query into Google and they click on your website, it must be relevant to their search. If they land on your website and the content isn't what they are looking for they will quickly return to the search listings. A lot of people doing this will harm your rankings.

**Quality** – Your content must be well-written and informative. No one wants to read poorly written, fluff content. Not only will this not help your SEO efforts, but it will also turn away potential customers. Always keep in mind that quality is subjective. Different members of your audience will perceive quality in different ways. Set a benchmark for your content to keep it consistently high. You may find it beneficial to create a checklist that you can use as you publish to make sure that it hits all of the essential criteria.

Good SEO is built around three areas:

**On page SEO** – This is what you can control on your own website. It includes things like your website's structure, content, titles, metatags and linking.

**Off page SEO** – This is everything else that you can't control on your own website. It includes things like inbound links, social signals and brand mentions.

**Technical SEO** – This includes the things that make your website run smoothly and efficiently. Things like site speed, indexing and sitemaps as well as user experience, all of which come under technical SEO.





# CONTENT MARKETING

The idea behind content marketing is that if you provide helpful, relevant and valuable information to your target audience, they will be more likely to work with you.

Content marketing is designed to gain attention. It should position you as an expert and authority in your industry.

The purpose of content marketing is to:

- Improve SEO rankings
- Boost sales
- Promote your brand, products or services
- Build awareness of your business
- Grow your following on social platforms
- Increase visibility

Investment in content marketing is only useful if it drives a return on your investment. Therefore, you must spend time understanding what type of content is best.

There are many different types of content that you can create, and the sky is the limit when it comes to creativity. However, some of the most popular types of content include:

- Blog posts
- Infographics
- Ebooks
- Podcasts
- Videos

You could focus on one of these methods or you can combine two or more of them.

Content marketing is a long-term strategy, and it can take months or even years to see results.

However, it is one of the most effective ways to attract and engage customers.

Content marketing efforts and SEO often go hand in hand because one depends on the other.

The majority of your content marketing efforts should be based around your website so you can consistently build quality traffic sources to your site long after you publish a piece of content.

## Awareness Content

This type of content will act as a magnet and attract people to your business. It's particularly helpful for those who are looking for information in your industry. A fitness coach may write about the benefits of a high protein eating plan or which exercises are best for fat loss. Both of these articles will position them as an industry expert and attract people to them who are interested in learning more about fat loss.

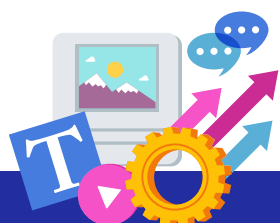
## Thought Leadership

Content that positions you as an authority in your industry. Typical content in this category will include in depth guides, industry predictions or breakdowns of industry concepts. Thought leadership content will help to differentiate you from the other businesses in your industry.

## Sales

Designed to boost conversions. This could for example include a landing page that provides information prospects may need while converting them into a customer.

Content marketing is primarily designed to increase awareness that your business exists and encourage people to join your community, consume more of your content and eventually become customers and loyal brand advocates.





### **#3 EMAIL MARKETING**

Email marketing is the process of sending emails to customers and prospects with the aim of building relationships and driving sales.

It's used as part of the nurturing process as you move people further along in your sales funnel.



# EMAIL MARKETING

Email marketing is one of the underused methods to market your business, but it has shown to have a significant ROI. Emails are sent to a list of recipients who have opted in to receiving information about your business. The key difference with this type of marketing is that the people on your list have raised their hand and said they are interested in what you have to say.

Stay in touch with your customers and prospects, share exciting company updates and news, promote your products and services (occasionally) and provide huge amounts of value that readers can benefit from. You can also use it to drive traffic to your blog and encourage conversations around your business.

There are many different types of email campaigns that you can send, but some of the most popular include:

**Welcome emails** – These are sent to new subscribers and customers, and they aim to introduce them to your brand. Often welcome emails are sent out as an automated sequence over a period of five days after subscribing. They are not designed to sell anything, just introduce you, your business and offer helpful information.

**Promotional emails** – These are sent to promote a product or service, and they typically include a call-to-action (CTA).

**Newsletters** – These are sent on a regular basis, and they aim to keep your subscribers up-to-date with your latest blog posts, products or services.

**Tutorials** – These are sent to help subscribers learn more about your product or service, and they often include a video or PDF.

Properly executed, emails can nurture relationships with your customers and prospects and increase the know, like and trust factor.

If you want to see a return on your investment with email marketing, you must build a quality list who look forward to receiving your content.

One of the best ways to grow your list is to create and promote what is called a lead magnet. This is a free piece of content that helps your audience achieve something. It can include:

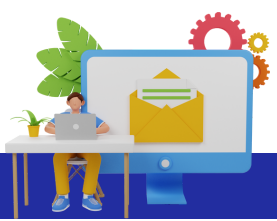
- A template
- Checklist
- Guide
- Ebook
- Mini Training
- Challenge

The goal of this is to help the recipient achieve something small that will move them closer to where they want to be. It could include productivity tips, information on habits, a free challenge to help them build something. There are literally hundreds of ways you can make the lead magnet fun, interesting and something that people want. Again, this all depends on what your target audience will find helpful – which you should know if you complete the customer profile.

In exchange for the free information, an email address must be provided. When the individual inputs their email, this will add them to your mailing list where you can start sending them relevant content to nurture and convert.

You can promote your lead magnet using social media or through ethical outreach.

Email marketing can be an effective way to build relationships with your customers and prospects, and it can also lead to sales.



## 1. GROW EMAIL SUBSCRIBERS

You need to get people to sign up for your email list, and the best way to do this is to offer something of value in exchange for their email address. This could be a free ebook, a discount code or access to exclusive content.



## 2. ENGAGE & NURTURE

Use the content of your emails to help your readers. Nurture them.

Get them to know, like and trust you. Provide insightful, fun and interesting content so they look forward to opening your emails.

## 3. MEASURE PERFORMANCE

This involves tracking things like open rates, click-through rates and unsubscribe rates.

By measuring your results, you can fine-tune your email marketing strategy to ensure it is as effective as possible.





## **#4 PAY PER CLICK (PPC)**

While the strategies we have explored so far relate to organic (free) marketing methods, Pay Per Click is a paid form of marketing and will require you to have a budget. This method of advertising allows you to purchase ad space on Google, Bing, Facebook and other platforms in order to get your brand in front of potential customers.



# PAID ADS

PPC is an effective way to reach people who are already searching for products or services like yours. It is also a great way to drive traffic to your website or blog.

Sometimes, organic marketing will only take you so far. Paid marketing can give your business a boost.

Paid marketing brings a number of unique benefits. While organic marketing often targets the masses, with paid campaigns you can be super specific on who you want to target. You can narrow down your ads to only target those people who fit a certain demographic or who are searching with a particular intent.

The best part – you don't need to invest thousands in your paid marketing strategy. You can start with a daily marketing budget that's less than a cup of coffee.

Another advantage of paid ads is that you get instant feedback on your messaging. If your ads aren't performing, you may need to work on your positioning.

When running a PPC campaign, you will need to bid on keywords that you want your ad to appear for. These keywords will be relevant to your product or service, and they will be terms that people are searching for on Google and other search engines.

You will also need to create an ad that is relevant to the keyword you are bidding on, and this ad will be displayed to people who are searching for that keyword.

If someone clicks on your ad, they will be taken to your website or blog, and you will be charged a fee for the click.

PPC is an effective way to reach people who are already searching for products or services like yours. It is also a great way to drive traffic to your website or blog. By bidding on relevant keywords and creating ads that are relevant to those keywords, you can reach your target audience and drive traffic to your site. If you set up your ads properly and create compelling ad campaigns, you can see results relatively quickly.

You can take advantage of paid ads through:

## Google

Google Ads are popular because they position your business right at the top of the search engine results pages – if you bid on the right keywords for the intent of your audience.

## Facebook and Instagram

Both of these platforms provide you with options for advertising such as the boosted post feature. Set your budget per day and how long you want the ad to run for. You can also choose what you want the ad to do such as brand awareness, followers, profile views or to direct them to a landing page.

With all ads, you have full control over your spend and they allow you to test out different ads to different audiences to see which one gets the best results.

If you're just starting out, begin with a small budget – see what works and what your ROI is. When you become familiar with the ad platforms and you perfect your messaging, you can increase your budget and boost your return on investment.





## #5 AFFILIATE MARKETING

Affiliate marketing is a type of performance-based marketing in which a business rewards one or more affiliates for each visitor or customer brought by the affiliate's own marketing efforts.

# AFFILIATE MARKETING

Affiliate marketing is a great way to drive traffic to your website or blog, and it can also be an effective way to make sales.

It focuses around promoting other people's products and earning a commission for any sales. You can also promote your products and services to affiliates where you give them a commission for any sale you make.

When you participate in affiliate marketing, you will typically be given a special link to use that is tracked back to you. When someone clicks on this link and makes a purchase, you will earn a commission.

There are several ways in which you can get paid from affiliate marketing:

Per sale – The most common method. If someone buys a product you promote, you will earn money.

Per click – As an affiliate, you will receive payment for every click to the affiliate product or service, whether they buy or not.

Per lead – You get paid for every lead you bring in.

Affiliate per click and per lead payments are not as common. Most affiliate programmes will operate on a per sale payment basis.

The amount of commission you earn will depend on the affiliate program you are participating in, as well as the product or service being sold.

Affiliate marketing is a great way to earn commission on sales of products or services that you recommend to your audience. It is also a great way to drive traffic to your website or blog. By finding relevant affiliate programs and promoting products or services that are relevant to your audience, you can see some great results.

## Types of Affiliate Marketing

Affiliates can earn money through methods such as:

Blogging – A blogger will create a piece of content such as a how to guide, tutorial, review or other educational pieces in an effort to drive traffic to the affiliates product or service.

Influencer Marketing – Affiliate sales can come from account takeovers, product promotions and live videos.

Email Marketing – A product will be promoted to your email list and for every sale you receive from the affiliate product you will earn a commission.

Microsites – Websites that exist separately from a main website with the purpose of selling a specific product or service. The goal is to drive traffic to this microsite with the aim of attracting as many sales as possible.

You can only succeed with affiliate marketing if you have an audience to sell to. Therefore, it's recommended that you spend time building an engaged audience first before you start selling affiliate products.







## **#6 SOCIAL MEDIA MARKETING**

Social media marketing is the process of using social media platforms to promote your products or services. There are many social platforms to choose but some of the most popular and widely used include Facebook, Twitter, Instagram, LinkedIn and TikTok and are used to connect with potential and current customers.

# SOCIAL MEDIA MARKETING

The potential on social platforms is huge – if you have the right strategy and you know who to reach and how to reach them.

Social media marketing is designed to increase brand awareness, attract, connect and convert followers into loyal customers and brand advocates.

There are three main elements to social media:

Content – The information you publish to gain people's interest.

Engagement – How you encourage people to interact with your brand and how you interact with others

Conversation – The discussions you start and the connections you make.

The goal of social media is much more than selling. Essentially, you are creating a small, engaged community who look forward to seeing your posts and sharing your content with their followers.

Because there is so much noise on social platforms, it is no longer sufficient to simply post content and hope that you will grow your audience. You need to actively undertake outreach to raise awareness of who you are. Before reaching out to grow your network, spend some time developing your account. Create valuable content based around the needs of your audience. If you understand your target market, you should create content that appeals directly to them. The content should position you as an expert in your industry while building the know, like and trust factor. A well defined content strategy is essential to make sure there is a good balance between value based content and promotional posts.

Ultimately, all of your social efforts should direct people into your sales funnel (more on that later) and to channels you own such as your email list, membership or private community. That way you can eliminate all the noise that exists on wider social platforms and provide more specific and relevant information to your audience. You can also use this as a way to nurture them and in time convert into paying customers.

Successful social media marketing depends on:

Knowing your audience – Who do you want to bring into your online community?

Identity – Who are you and what do you want to be known for?

Content – What content do you want to post and why? There is always a why behind each piece of content you post.

Consistency – Being consistent in your posting and engagement. Consistency doesn't mean posting every day. If you can only post 1-2 times per week, that's fine, as long as you set a schedule and stick to it.

Connection – How do you intend to connect with your audience members?

Metrics – What are the most important metrics that determine success on your social media pages. Think about what you want to achieve with your social presence. Assess metrics regularly so you can adjust your campaigns.



# 3

CHAPTER

## INBOUND VS. OUTBOUND MARKETING

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# INBOUND OR OUTBOUND?

Inbound marketing is a type of marketing that focuses on attracting customers to your business through relevant and valuable content. The aim is to draw people in, rather than actively going out and promoting your products or services. Once they are engaged with your content, you can then start to nurture them as a lead and eventually convert them into a paying customer.

Inbound marketing is a more modern approach to marketing that uses digital channels such as SEO, social media and content marketing. It is an effective way to reach your target audience without being too salesy or pushy.

Think of inbound marketing as a magnet – Its purpose is to attract as many people towards you as possible. Not all of them will stay, but those who are interested in your business will.

Outbound marketing is the traditional type of marketing that involves actively going out and promoting your products or services to potential customers. It is a more direct form of marketing that can be quite disruptive and is not always well received. That said, with the right outbound techniques such as a value-driven approach, you can reduce resistance and make recipients more receptive to what you have to say.

For best results, try to combine inbound and outbound marketing, particularly if you are starting your marketing from zero. You need to be proactive and reach out to people to let them know who you are.

You don't need to do outreach to sell – it can be a quick email introducing who you are and inviting the recipient to follow your social media page.





# 4

CHAPTER

## THE CUSTOMER JOURNEY

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# CUSTOMER JOURNEY

Digital marketing efforts will only work well if you have a clearly defined customer journey. There are four stages to the customer journey or as it is sometimes known the sales funnel:

**Awareness:** The first stage is awareness where the customer becomes aware of your company and/or a problem they have.

**Consideration:** The second stage is consideration where the customer starts to research solutions to their problem. They start to engage with your company and explore the different products and services you offer.

**Decision:** The third stage is decision where the customer decides on a solution and makes a purchase.

**Retention:** This phase is all about retaining your existing customers and ascending them to other products or services that you have. This could be a premium product, a membership or mastermind. Keep ascending the customer until they reach the top tier of your product or service offering.

Content is closely tied to the customer journey. In each stage, you will typically find the following content types:

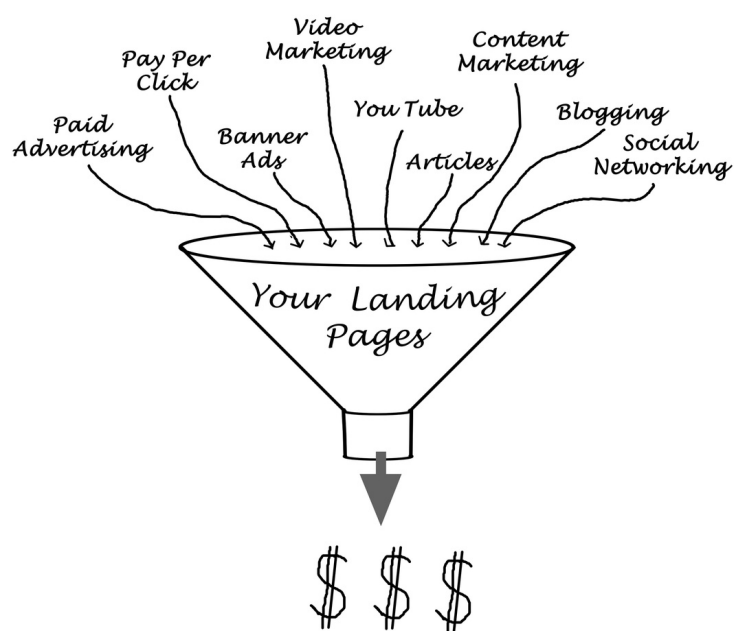
**Awareness:** Blog, infographic, video and social media pages

**Consideration:** ebooks, reports, white papers, webinar

**Decision:** Case studies, testimonials, processes, behind the scenes

**Retention:** Product or service guides, articles on other complementary products

The key to effective digital marketing is to create content that is relevant and valuable at each stage of the customer journey.





**C H A P T E R**

# 5

## **DIGITAL MARKETING STRATEGY**

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# A DIGITAL STRATEGY

The final aspect of digital marketing that we will cover in this guide is how to create your digital plan.

This is structured into a series of stages that will help you to create a comprehensive and effective digital marketing strategy.

## Stage 1: Set Your Goals

The first stage of creating your digital marketing plan is to set your goals. What are you hoping to achieve with your digital marketing efforts?

Do you want to increase brand awareness, generate leads or drive sales? Once you have set your goals, you can move on to stage 2.

## Stage 2: Research Your Target Audience

The second stage of creating your digital marketing plan is to research your target audience.

Who are they?  
What are their needs and wants?  
What are their interests?  
What channels do they use?

Once you have a good understanding of your target audience, you can then start to formulate a buyer persona.



# DIGITAL STRATEGY

## Stage 3: Budget and Resources

The third stage of creating your digital marketing plan is to allocate budget and resources.

How much money do you have to spend on your digital marketing efforts?  
What staff or freelancers do you need to help you with your digital marketing?  
Do you intend to invest in paid ads?  
What is your daily budget?  
You may find it beneficial to create a checklist of all the tasks you need to complete in your digital marketing plan and allocate a cost to each one.

Once you have allocated budget and resources, you can then start to create your content calendar.

## Stage 4: Paid and Free

Based on the findings from Stage 3, you will have a good understanding of what resources you have available and the money you have to spend. You can then start to allocate this to free and paid marketing. Don't forget, free marketing isn't truly free, even if you work on it yourself as your time costs money. You may want to choose one paid platform and two free options. The decision is entirely yours.

## Stage 5: Content Types

The next stage in your digital plan is to define what content you intend to publish and where.

Will you focus on building a bank of content on your blog, creating a social presence or distributing paid advertising content?

You can opt for a combination of different types, but always make sure that you think about the resources you have available and how much content you can consistently produce. You may for example, decide to write a blog post every week and then post 3-4 short form videos to Instagram or TikTok.

Most importantly, use the information you found in the process of developing your buyer persona to publish content where your audience are.

Remember, don't use the platform you like the most. Base your options on sound research and your customer profile. Serve your audience first.

With your content types defined, you may find it beneficial to create a content calendar for 30, 60 or 90 days. You can then map out what you will post and when.

If you're new to digital marketing and your business has little to no online presence, create a bank of at least 10 articles on your blog and 15-30 posts on social media.

This may take a bit of effort to get started but it's important for establishing your credibility. If you're driving people to your social media pages and then to your blog, you should have a good bank of content for them to consume.





# DIGITAL STRATEGY

## Stage 6: Implementation

Next, this is the fun part. It's about implementing everything that you have planned so far.

Create and publish your content, using your content calendar. Your content should cover a 30, 60 or 90 day period.

The implementation phase will also involve networking, building partnerships and connections every single day.

Spend time responding to comments and messages, sharing other people's content and leaving thoughtful comments on posts.

Also use this time to form connections with others and look for opportunities to collaborate with businesses.

These collaborations could include social media takeovers, a joint webinar, a guest post to their blog or an interview on their podcast.

The more people know who you are, the more opportunities you will have.

The implementation phase should be carefully executed and properly monitored.

Ensure that you have a plan in place and follow it as much as you can.

Implementation of your digital strategy should cover:

Content - What you will post

Platforms - Where you will post

Audience - The people you target with your messaging

Community - Who you want to attract to your space online

## Stage 7: Analysis/Metrics

The final stage of your digital marketing plan is to analyse the metrics and data.

What's working well and what isn't?  
Which content is getting the most engagement?  
Who are your ideal customers?

Sometimes, you may attract a completely different audience to who you intended. If they are engaged with your content and actively participate in your community. If they don't you need to switch up your content or change your campaign.

Make sure that you tie each of your marketing goals to a metric.

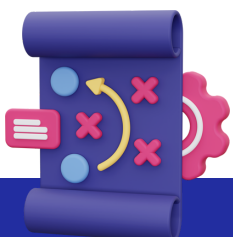
How will you measure success online?

Avoid vanity metrics such as likes and followers and opt for more meaningful metrics such as:

- Website Traffic
- Sign-ups
- Click Through Rate
- Conversions

Make sure that you collect metrics and analyse the data often.

That way, you can easily edit your campaigns or change course completely which will save you a lot of time and effort in the long term.



# SWOT ANALYSIS

As part of the analysis phase, you may find it beneficial to undertake a SWOT analysis or audit of each digital channel or your digital marketing as a whole.

The purpose of this analysis is to give you a more detailed insight into what's going well and what you need to change.

Your SWOT or company audit can cover:

Content - How well your content is performing

Engagement - Is your community growing and are they actively engaging with the content you publish

Conversions - The effectiveness of your funnel in converting followers to customers. Remember that a conversion doesn't have to be a sale. It can be a sign-up, download, registration or subscription.

A SWOT analysis looks at the following:

Strengths - Things that are going well or that you're doing better than your competitors.

Weaknesses - Things that you need to improve on or that your competitors are doing better than you.

Opportunities - External factors that could help you to achieve success.

Threats - Factors that could damage your business or hold you back from achieving success.

The information that you gain from your evaluations and analysis should give you enough data to adjust your digital campaigns and review any changes in another 30, 60 or 90 days.









“

Do what you do so well that  
they will want to see it again  
and bring their friends.

-

**Walt Disney**

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## START YOUR DIGITAL JOURNEY

We want to give you the confidence to succeed in your digital marketing journey. As well as our DIY toolkits, we also offer more tailored support to help you achieve your goals. Some of our services include:

- Social media consulting
- Content marketing
- Funnel building
- SEO strategy
- VIP Days – Intensive marketing support

And lots more.

**FIND OUT MORE AT**

**[ELEVATECREATIVECO.CO.UK](https://www.elevatecreativeco.co.uk)**