

What's In Your Digital Toolkit?

Content

- Post content that is _____ engaging, _____ informative and _____ branding.
- The tone for the brand is _____.
- Topics to promote are _____.

Before You Begin:

- Ensure social media profiles are up to date, including company information
- Research before creating content for audiences
- Develop authentic relationships with target demographics

Before You Launch:

- Content
 - Images
 - Videos
 - Links
 - Hashtags
- Messaging
 - Clear
 - Concise
 - Compelling
- Promoting
 - Tell your story
 - Tailor to audience

Digital Toolkit:

- A cloud-based folder for images/videos, logo, etc. (Google Drive or Dropbox)
- Tell the story of your company (no more than one paragraph)
- A live, user-friendly website
- Evidence of what makes you unique (examples of work, services provided)
- 1-2 sentences describing your company (keep audiences in mind)

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 281-846-5974