

# BEST PRACTICE IN DIGITAL MARKETING FOUNDATIONS: WORKSHEET

## **DEFINE YOUR TARGET AUDIENCE**

Understanding your target audience is the first step in creating an effective digital marketing strategy. *Who are you targeting, where will you connect to them, and what are their goals, emotions, and pain points when interacting with your industry or product?*

## **CREATE VALUABLE AND RELEVANT CONTENT**

Develop content that is useful, informative, and appealing to your target audience. *What content do you want to produce for your audience? How will it address their goals, emotions, and pain points?*

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### **OPTIMISE YOUR WEBSITE FOR SEARCH ENGINES**

Use search engine optimisation (SEO) techniques to improve your website's visibility in search engine results. *Start by auditing your current content and research your search terms using free or paid tools.*

### **USE SOCIAL MEDIA EFFECTIVELY**

Leverage social media platforms to engage with your audience, build your brand, and drive traffic to your website. *Which platforms are your audiences using? Which content format are right for your business objectives? What opportunities for social commerce and customer service?*

### **UTILISE EMAIL MARKETING**

Email is a powerful tool for reaching your target audience and building relationships with them. *How can you connect with your audience via email to provide them with valuable and relevant content?*

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### PAID MEDIA

A balance of a digital media mix between brand awareness and performance is necessary in every strategy. *What is your paid media strategy? Are you going beyond paid social and SEM and have you considered using digital out-of-home (OOH), digital audio, video on demand, programmatic display, native advertising, etc?*

### MEASURE AND ANALYSE RESULTS

Continuously measure and analyse the results of your digital marketing efforts, and make data-driven decisions to improve your strategy. *What does success look like, and what metrics matter? Don't get overwhelmed by numbers that don't help your strategy.*

### STAY UP-TO-DATE WITH THE LATEST TECHNOLOGIES AND TRENDS

From websites to apps, martech to AI, there are always developments. Stay informed about the latest developments in digital marketing and be prepared to adapt to changes in the industry. *How will you stay up to date? Are there courses where you can upskill and newsletters or podcasts you can subscribe to?*

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### **COLLABORATE WITH OTHER TEAMS**

Digital marketing success often depends on collaboration with other teams, such as sales, product, and customer service. *What kind of updates would you like from the other teams, and what aspects of your role do you think are useful for them?*

### **PERSONALISE YOUR MARKETING**

Personalise your marketing efforts by using customer data to create targeted and relevant experiences for your audience. *What information do you know about your customer behaviours and how can your messaging be personalised to get them on the next rung of the customer journey?*

### **BUILD TRUST AND KEEP YOUR CUSTOMER IN MIND**

Remember that digital marketing is about building relationships with your customers, so always keep their needs and preferences in mind. This includes having robust frameworks and policies around how you treat their data. *What information are you collecting about your customers, and how are you keeping it compliant with relevant legislation and guidelines?*

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