



Digital Media

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Presented by

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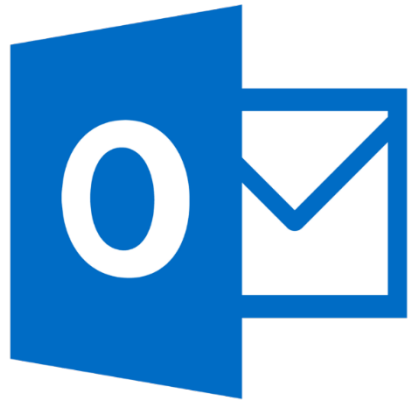
What Are We Trying to Achieve?

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What Are Our Vehicles?

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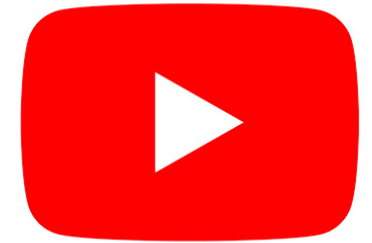
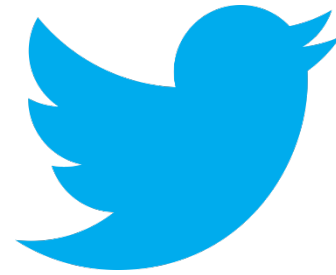


Match Them Up!

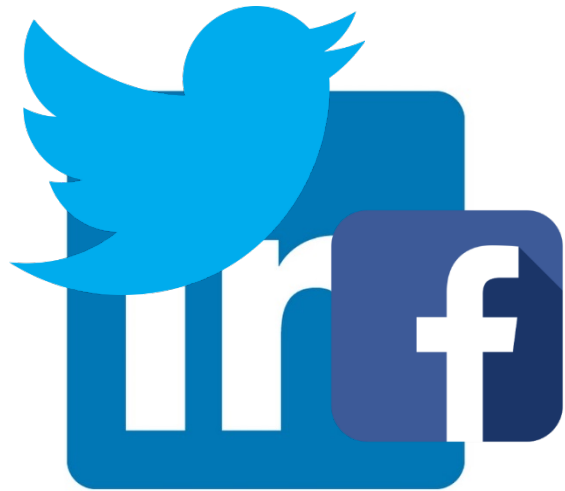
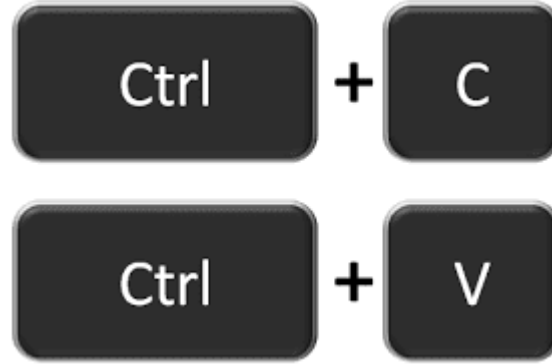
1. Who is your audience?
2. What do you want them to do?
3. What is the best way to reach them?

Rule #1:





Solving the Capacity Challenge



Is it working?

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How Do You Measure Success:

- **Email** – Open Rates/Clicks
- **Website** – Page hits, stick-iness
- **Social Media** – Followers, Shares, Retweets,
- **Forum/Chatroom** – Posts, Members
- **Podcast** – Downloads
- **Video** – Views
- **Text/SMS ??**

Thank You

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