






MODULE 4

Learning Activity

Learning Activities		
	<p>Type of Activities</p>	<ol style="list-style-type: none"> 1. Define your digital marketing strategy: <ol style="list-style-type: none"> a) Set a measurable goal. b) Now that you have set your goal ask yourself the following questions and answer: <ul style="list-style-type: none"> <input type="checkbox"/> Do I know my audience/customers? <input type="checkbox"/> Do I know my product? <input type="checkbox"/> Do I know my potential competitors? <input type="checkbox"/> Can content marketing strategy boost my creative business/artworks? <input type="checkbox"/> Do I have the tools to measure the views I could get on a website, video, etc.? 2. Decide which are the most appropriate social media tools you will use to put the digital marketing strategy into practice.
	<p>Skills Connected</p>	<ul style="list-style-type: none"> • Strategic decision-making • Self-management • Social media communication • Creativity • Innovation
	<p>Teaching Methods</p>	<ul style="list-style-type: none"> • Creative visualisation • Brainstorming
	<p>Required Resources</p>	<ul style="list-style-type: none"> • Pen and paper
	<p>Duration</p>	<p>30 minutes</p>

