

# Social + Digital Media Fundamentals



**Clarity on audience, objectives + purpose for being online**



**Content creation which focuses on solving problems + adding value**



**Page optimization; who you are, why you are, where you are**



**Authenticity, Attention + Listening**



**Consistency**





# **Awesome Client Journey Audit**

- Search your business on search engines**
- Ask Siri and/or Alexa for a business recommendation**
- Click on links on your website**
- Is it easy to see who, where, why you are on your socials?**
- Try to purchase a gift card/product/service on your website or socials**
- Call your business from your website homepage**
- Contact your business via Instagram**
- Subscribe to your newsletter**
- Search hashtags on Instagram**
- Search keywords on Yelp**
- Search for your business on Facebook**
- Book an appointment with your business at 10pm**
- Can a client book a virtual consult/appt? Is it simple to do?**
- Can a client simply purchase products/services online?**

