

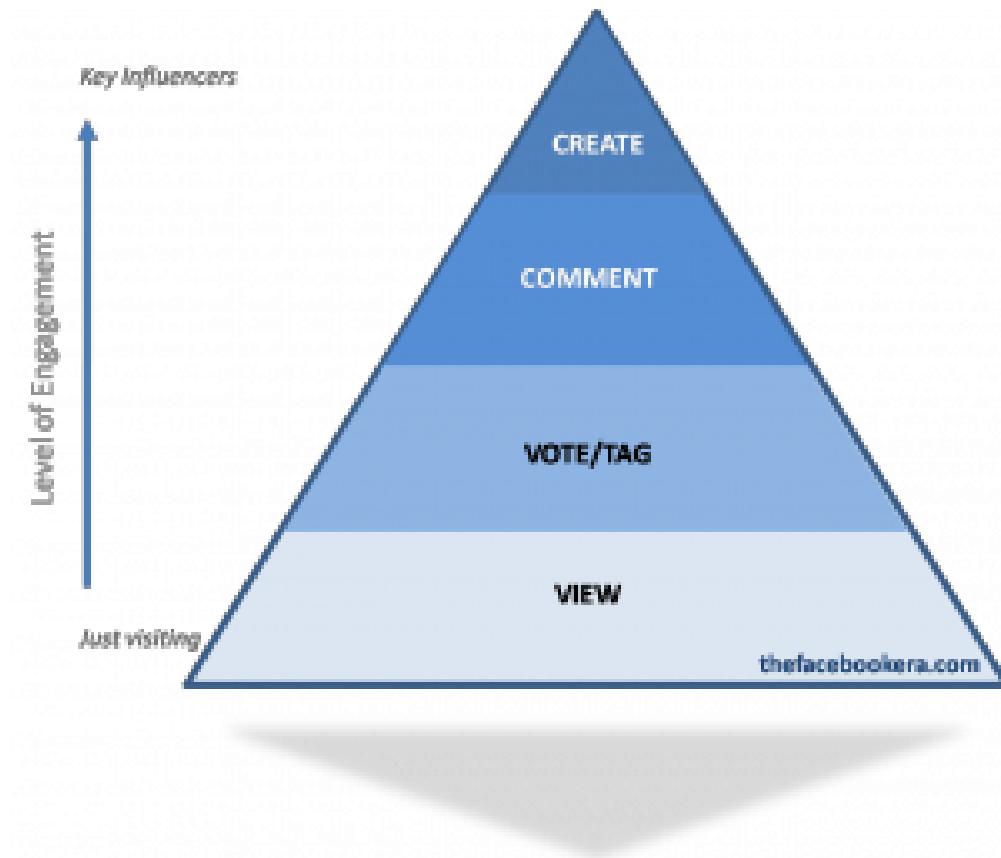
WordPress Intensive - Week 4 - Marketing

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WORKSHEET

1. What are your marketing objectives? Please define several long-term and short-term goals.
2. Who is your audience? Outline 2-3 "audience personas" here. Consider: gender, age, race/ethnicity, online use/comfort, their goals (what they are looking for from you), and desired actions (what you are hoping they will do with you).
3. Who are your peers and/or main competitors? Identify 3-5. Be sure to check out their online presence and social media activity, as well as browse their networks for additional contacts and information resources.
4. What is your brand's "voice"? (i.e. friendly, authoritative, informational, humorous, etc.) Please define and explain why this works with your overall brand strategy and your target audience.
5. What sort of content resources and assets do you have at your disposal? (i.e. pictures, ability to record and edit video, people who can blog, etc.)
6. Do you have any content that can be repurposed online? (ex: materials created for print publication or in-house documentation)
7. What social media platforms do you intend to use? Consider your audience, objectives, content assets and staff resources when identifying these.
8. What will the distribution of work look like for your marketing efforts? Who will be responsible for posting/responding?
9. How will you be measuring your results? Will you go for a more qualitative or quantitative analysis? Or a combination of both?
10. What sort of offline resources do you possess at your disposal? How can you use these to support/enhance your online efforts?



TOOLS

Hootsuite.com helps you manage twitter accounts online: <http://hootsuite.com>

Mailchimp (some of the best email marketing software around) : <http://mailchimp.com>

How tos: Twitter

- Twitter Guide Book

<http://mashable.com/guidebook/twitter/>

- Twitter: I think I get it. Now what do I tweet?

<http://www.bigducknyc.com/blog/?p=329>