



LOVE & BUSINESS

DIGITAL MARKETING WORKSHOP

3-PART SERIES

Have you been scratching your head wondering how to make the most of the digital space?
Do you struggle with creating content on the social platforms available?

Sign up for our 3-Part Series
Hands-on Workshop & breathe easy

*The 4th Industrial Revolution is upon us
and not making use of all on offer means
you will be left behind.*

OUR 2-HOUR WORKSHOP WILL HELP YOU TAKE THE
FIRST STEPS TO FEELING COMFORTABLE ONLINE.



STRUCTURE OF OUR WORKSHOP

SERIES 1

Building your Brand Story

- WHY? - Your Brand Objective
- WHO? - Your Brand Personality
- WHO? - Your Characters
- WHAT? - Your Visuals
- WHY? - Your USP

SERIES 2

Strategy ... What?!

- Your Digital Footprint - The 5 Ps
- Product
 - Place
 - Presence
 - People
 - Proactivity

SERIES 3

Digital Planner 101

- Why use a digital content planner?
- Working with your digital content planner template
- Words
- Visuals

ONLINE
R575

(minimum
5 per workshop)

IN-PERSON
R990

(minimum 10 per
workshop | own venue
or ours | Cape Town)

EMAIL TODAY TO SHOW YOUR INTEREST AND ENQUIRE
ABOUT FUTURE WORKSHOP DATES

thewordarchitect.co.za info@thewordarchitect.co.za

