



# 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](http://thewordarchitect.co.za)

[info@thewordarchitect.co.za](mailto:info@thewordarchitect.co.za)



T&Cs Apply