

Digital Marketing Training Manual



Aimsphere's comprehensive resource on digital marketing strategies

Prepared by: Jabari Abioye

Introduction

Training Objectives

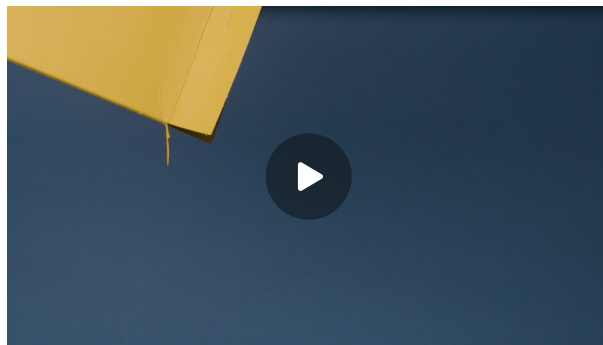
Enumerate the objectives that Aimsphere wants to achieve through this digital marketing training manual.

- *Understand the fundamental concepts of digital marketing*
- *Familiarize employees with the evolving landscape of digital marketing*
- *Gain insights into the importance of digital marketing in reaching and retaining clients*
- Add more objectives here

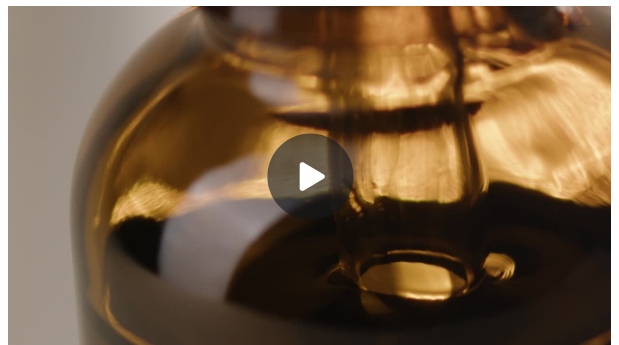
A Quick Overview

Provide a brief introduction about Aimsphere's current digital marketing strategy.

Product Content Marketing:
Commercials



Social Media Marketing:
Paid Advertisements



Digital Marketing Fundamentals

The Company's Marketing Goals

Main Goal	Tasks	Guide Questions
Target Audience	<ul style="list-style-type: none"> • <i>Defining a target audience</i> • <i>Determining buyer personas</i> 	<input type="checkbox"/> Do we understand the importance of segmentation? <input type="checkbox"/> Are we tailoring our messages for specific audiences?
Branding and Positioning	<ul style="list-style-type: none"> • <i>Establishing a brand identity</i> • <i>Solidifying brand positioning</i> 	<input type="checkbox"/> How are we different from our competitors? <input type="checkbox"/> Are we consistent across our channels?
Content Strategy	<ul style="list-style-type: none"> • <i>Creating a content calendar</i> • <i>Determining proper content channels</i> • <i>Creating content</i> 	<input type="checkbox"/> Break down the tasks even further.
Website Optimization	<ul style="list-style-type: none"> • <i>Focusing on UX</i> • <i>SEO</i> • <i>Analytics</i> 	<input type="checkbox"/> Break down the tasks even further.

Channels and Strategies

Let's explore the channels where Aimsphere can find success and how it can execute its digital marketing strategies there.

Channels	Strategy
<i>All Social Media channels</i>	<i>Feed Ad Campaigns</i>
Write another digital marketing channel	Indicate the strategy that will be executed for this channel

Our Next Steps

Task	Assigned To (Individual or Team)	Status	
<i>Define a specific audience</i>	<i>Branding and Communications Department</i>	<input checked="" type="checkbox"/> <input type="checkbox"/> <input type="checkbox"/>	Resolved Pending Parked
<i>Craft a content calendar</i>	<i>Creative and Design Department</i>	<input type="checkbox"/> <input checked="" type="checkbox"/> <input type="checkbox"/>	Resolved Pending Parked
Add a task here	Add a team here	<input type="checkbox"/> <input type="checkbox"/> <input checked="" type="checkbox"/>	Resolved Pending Parked