



KLIK SAMURAY
DIGITAL MARKETING AGENCY

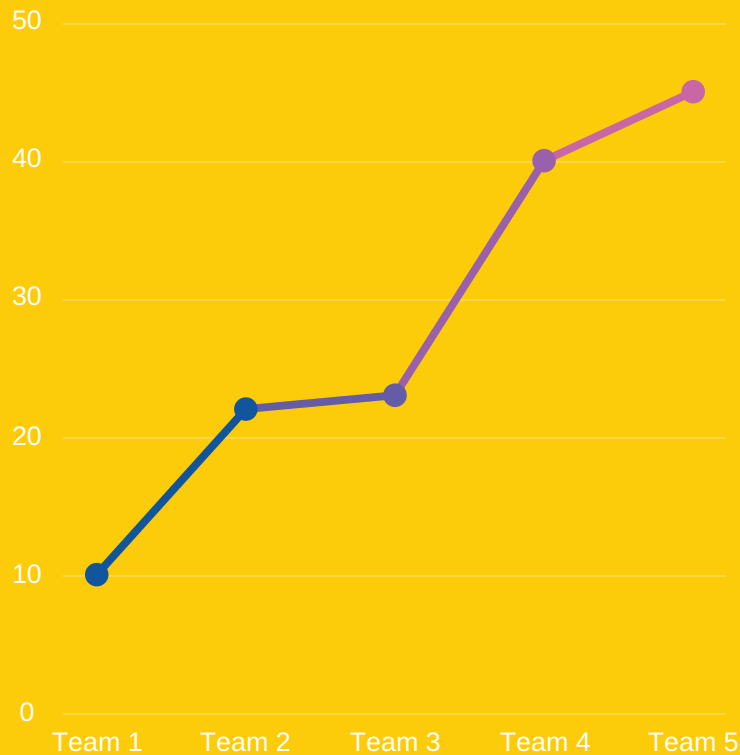
online marketing

beginner's workshop



01

**Your fonts, logos,
colors and images
form a visual
identity for your
brand.**



marketing

(noun)

the action or business of promoting and selling products or services, including market research and advertising.

what works best?

1. FOCUS ON YOUR CUSTOMERS

Build your marketing strategy around your customers.

2. BUILD YOUR BRAND'S STORY

Storytelling is one of the most powerful marketing tools.

3. UTILIZE CONTENT MARKETING

Through creating quality content, you build customer trust.

4. GET YOUR BUSINESS FOUND USING SEO

Search engines can connect you to new and relevant audiences.

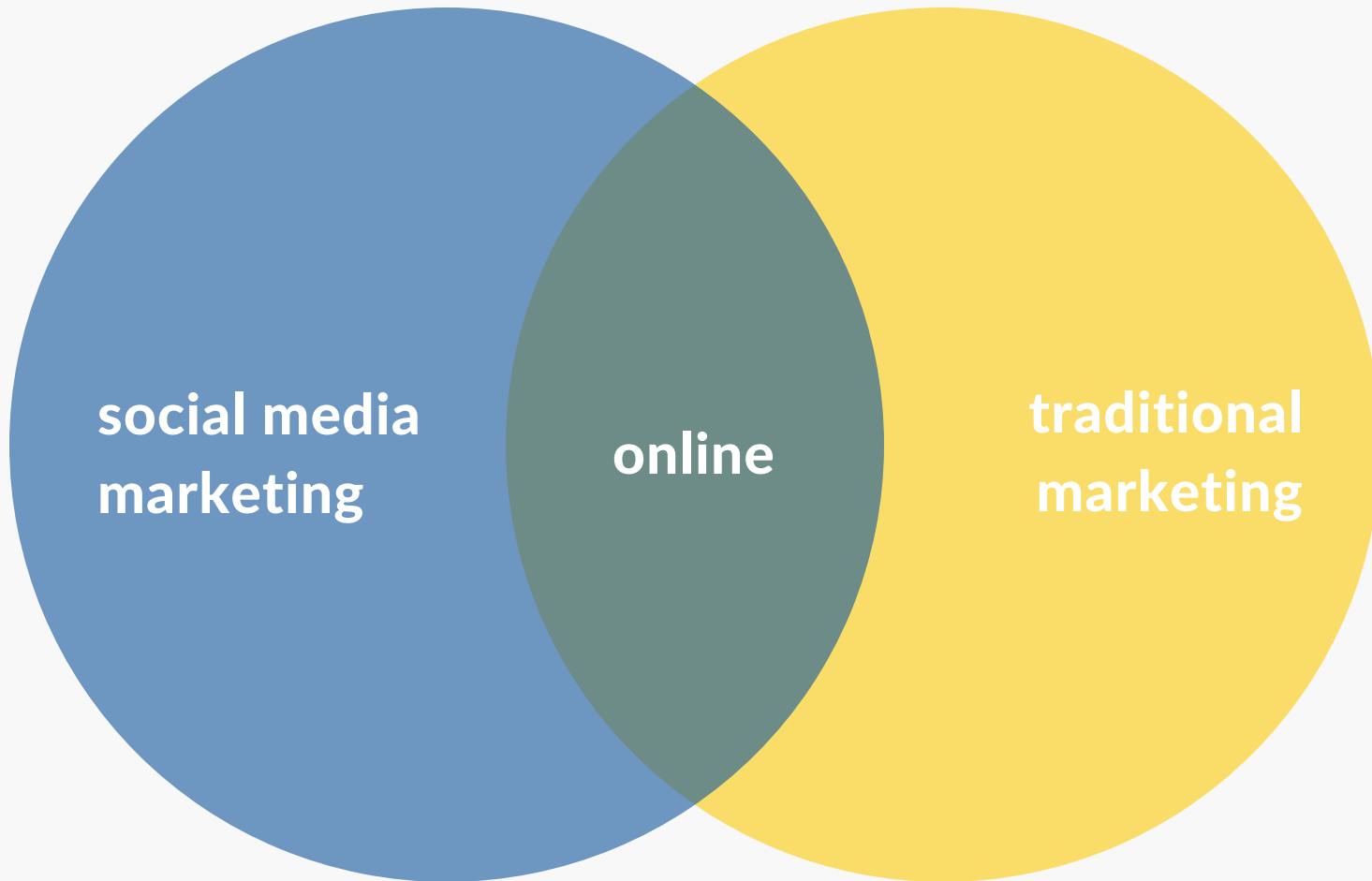
02

**marketing
content &
strategy**

brand identity

- A brand identity is the face of
- your business.
- Determine key business goals.
Your brand identity should help fulfill them.
- Identify your customers.

how the model translates



checklist

- Building a strategy
- Brand awareness campaign
- Demographic and
- Developing a mission statement
- Building audience personas
- Framework for your content plan



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thank you.

we look forward to working with you.

