

CPD - Digital Marketing - Introduction

Fiona Smith, Creative Director, Blueboat

Hi I'm Fiona Smith, Creative Director at Blueboat.

Blueboat is a brand and communication design studio. We work with a range of professional services firms, across print, web and film.

Today, as part of the Digital Business Kits CPD program, I'll be talking about three aspects of digital marketing you can use to improve the way you do business:

1. Your company website;
2. Social media; and
3. Rich content - the role photography and video play online.

Adding a digital angle to your marketing strategy is an effective way to increase your reach, showcase your offer and attract new enquiries.

There are two things that make digital marketing assets particularly useful:

They're measurable, so you can test different tactics and evaluate their effectiveness, and they're targeted, with the potential to reach a much wider audience than many traditional tactics like signage or print.

Once you have watched this series of short films and have read through the relevant Modules, you will have the information you need to evaluate, decide on and start integrating social media, a website or film & photography in your marketing plan.

You can read more about all the topics we'll cover on the ASR Digital Business Kit, or join in the conversation on LinkedIn.