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Digital Marketing: A Deep Dive & Path Forward

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Commonwealth

DIGITAL MARKETING – A DEEP DIVE & PATH FORWARD

MBA 631 – November 2020



PROJECT

- Introduction (MBA 631 Specific)
 - Commonwealth Assoc., Inc.
- Digital Presence - Website
 - Competitor Benchmarking
- Digital Presence – Social Media
 - Competitor Benchmarking
- Digital Marketing – Email Campaigns
- Digital Marketing – LinkedIn Campaigns
- Recommendations
- Budget Requirements



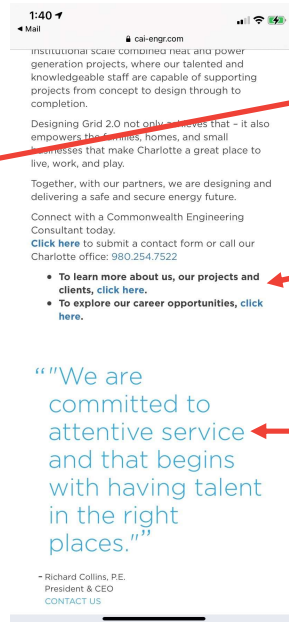
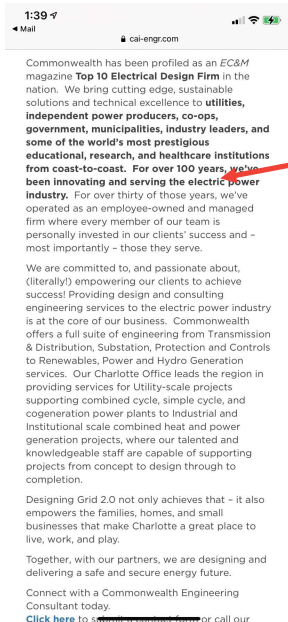
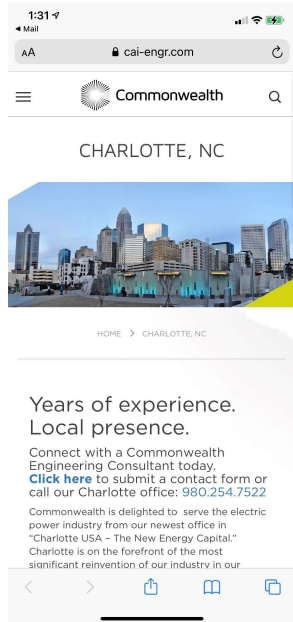
DIGITAL MARKETING – PAID LINKEDIN CAMPAIGN

Landing Page (Mobile)

Interesting
Text

Links/CTA

Testimonial



DIGITAL MARKETING PLAN – 2021 RECOMMENDATIONS

Focus on Brand Equity

- Website
 - 2nd Generation Update from 2016
 - Content via BLOG's
- Social Media
 - Delete/Remove Google+ & Blogger
 - Update presence for LinkedIn &, Facebook.
- Email Marketing Campaigns
 - Subject Line & Content
- LinkedIn Campaigns – More!
- Staffing
- Budget approved to support!

