

# DIGITAL MARKETING (WEEK 01)



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the  
CARTOON  
GUY

# **TABLE OF CONTENT**

- 1.BRANDING**
- 2.CONTENT QUALITY**
- 3.ANALYTICS**
- 4.ENGAGEMENT**
- 5.PARODY LIKES**
- 6.TITLES**
- 7.STOCK CONTENT**
- 8.HASH TAGS**
- 9.DRAFTING**
- 10.EMAIL MARKETING**
- 11.SEO**
- 12.RESEARCH TOOLS**
- 13.USERNAMES**
- 14.COPYWRITING**

# DIGITAL

## MARKETING (WEEK 1)

### HAVE WE MET BEFORE?

Ofcourse i know  
we've never met, But  
just incase it's necessary  
i am the face behind  
your next successful  
business journey



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## WHAT I AM WILLING TO OFFER?

I will teach content creators & business owners skills for monetization and growing effective social media audience.



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TheCartoonGuy logo, featuring the text "the CARTOON GUY" in blue, with a blue Twitter bird icon above the word "GUY". The logo is set against a white, rounded shape that overlaps a larger blue shape at the bottom right of the slide.

# DIGITAL MARKETING (WEEK 1)

On 21/07/2021 i was awarded a certificate of achievement in **Fundamentals of Digital Marketing** by Google



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On 21/jul/2021 i was was awarded a certificate in  
**Sales Enablement** by HubSpot Academy



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I now hope you are ready to learn how to commercialize your social media audience.

## 1. BRANDING

Branding is a part of marketing that will sell your business name to areas you've never gone to. Please maintain **short business names, consistent colors, and straight forward captions**



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## MARKETING (WEEK 1)

### **2. HIGH QUALITY CONTENT**

Invest in high quality and original content. especially pictures & video clips. ie you could hire a branding expert to take pictures and record videos of your products in a clean pixel to make your content stand out. Whenever iam browsing through my social platforms, i rarely pay attention to low quality pixlated content which makes the content creator loose me as a client.





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## MARKETING (WEEK 1)

### 3. ANALYTICS

Analytics is a way of monitoring your sells and audience source. Let's say its a store website,Analytics will help you know where your clients come from, the age group, their interests because their interest will be dedicated to specific pages on your site at their cost of attention.



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### 4. ENGAGEMENT

I know you are too busy but please keep it in mind. Engagement is a crucial part in marketing. Please pay attention to those comments and never take negative comments personal. Reply to each and any comment on your social posts.



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## 5. DON'T FAKE LIKES

We know you want to hit metrics instantly, but the question is are you sticking to the ethics. buying engagement could cause infringement or account deletion on social media. Never buy followers because its risky and it's never effective like you think.



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## MARKETING (WEEK 1)

### 6. TITLES/CAPTIONS

Please take your time to generate eye catching titles & captions for your posts and videos. You can always browse content ideas if you get too busy or lazy. ie

- Coschedule headline
- Title generator
- Semrush
- Fatjoe
- The hoth
- Portent  
and more.



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## MARKETING (WEEK 1)

### 7. STOCK IMAGES CONTENT

Never post a plain caption. If you don't have a graphics designer, make use of online stock content sites with high quality pixels. ie

- Pexels
- Pixabay
- Freestock
- Unsplash
- Reshot
- Rawpixel
- Pikwizard
- StockVault  
and more.



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## MARKETING (WEEK 1)

### 8. RELEVANT HASHTAGS

Hashtags are so important when posting on social media. Make research on which tag could boost your visibility to land the right target audience. You could use these sites to research about hashtags.

- Inflact
- Hashtag Stack
- IQ Hashtags
- All hashtags ( I have been using this for close to 2 years and i can testify its worth it.



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### 9. DRAFTING

A lot of time is wasted thinking when the text box asks “what’s on your mind”. It’s so fortunate that all social platforms allow drafting posts up to infinity. Make use of their cloud storage and draft all your posts so you won’t intervene with publishing time as some posts might expire according to seasonal factors.



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## MARKETING (WEEK 1)

### 10. EMAIL MARKETING

My outlook email app receives close to 30 mails on a daily. Do you think they forward to all subscribers one by one? There are tools that could help you push mails to a huge amount of subscribers in just a single click. ie

- Benchmark
- Mailchimp
- Hubspot
- Prefinery
- Send in blue and more





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### **11. SEARCH ENGINE OPTIMIZATION (SEO)**

This is the process used to optimize a website's technical configuration, content relevance and link popularity so its pages can become easily visible to search engines to rank them better.

Some SEO tools include

- Answer the public
- Keyword sheeter
- Keyword Tool and more.



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### 12. RESEARCH/EDUCATION TOOLS

Education tools are a very crucial part in marketing. You have to admit that what you know is not enough. I want to share with you sites that offer free courses to enable you explore the world of digital content.

- Google garage
- Hubspot Academy
- Google skillshop
- Alison
- Edx
- Emarketing institute



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## 13. USER NAMES/PROFILES

When i was still struggling with marketing i used to do copy and paste until i learnt it wasn't necessary. Your profile and username should potray your services, Your position, and proof reference for some platforms. ie

### The Cartoon Guy Official

@wizzy\_ep Follows you

Still graphics [@wizzy\\_ep1](#) | web developer | blogger  
| sells electronics [@Tawuni\\_1](#) | Digital marketier  
certified by [@HubSpotAcademy](#) & [@DigitalSkillsAF](#)

📍 Uganda 🌐 [tawunishop.com](#) 📅 Born March 8

📅 Joined June 2019

9,544 Following 18.5K Followers



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### 14. COPYWRITING & PROOF READING

Your content stands out at the end of the day and people would take a positive action. Your brand goes to places you never go to and you should appear smart. The following tools will help you write better.

- Pro writing
- Grammarly
- Cliche finder
- Hemming way and more.



# TALK TO ME

Thank, for reaching the climax of this ebook .I hope it's going to change the course of your digital journey, the free content tools for creation i shared might require monetary affair for their premium versions.I will be glad to hear from you through my socials if you found this book helpful.

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**Digital marketer,**  
**Content creator,**  
**Cinematographer**  
**Social media consultant**

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