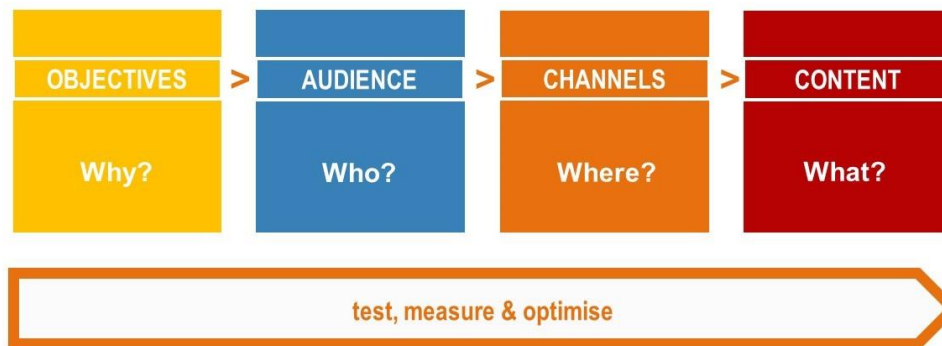


# How to take advantage of digital tools & social media?

The purpose of this workshop is to help you understand how to benefit from the digital and social media landscape without burning through time and money.

We'll share a digital marketing framework with you that you can integrate with confidence into your travel & tourism business today, tomorrow and further into the future.

## Digital Marketing Framework



We'll share insights and real-life examples with you to bring the digital marketing framework to life.

Please use the back page whenever you are planning a (digital) marketing or social media campaign.

**Feel free to reach out for any extra support, questions etc.**

**Sonja van den Bosch**  
Founder & MD Twinlife Marketing

[sonja@twinlifemarketing.com.au](mailto:sonja@twinlifemarketing.com.au) +61 408644073  
[www.twinlifemarketing.com.au](http://www.twinlifemarketing.com.au)

*'Good marketing makes the company look smart. Great marketing makes the customer feel smart'* – Joe Chernov

# Digital Marketing Worksheet

Campaign name	
<b>OBJECTIVES</b>	<b>Why?</b>
<b>AUDIENCE</b>	<b>Who?</b>
<b>CHANNELS</b>	<b>Where?</b>
<b>CONTENT</b>	<b>What?</b>
Test, measure & optimise	