



Let's start by defining your product and/or service

This step may seem obvious, but it is easier said than done and is an essential part of your digital marketing journey.

Before we can get into the nitty-gritty, take a moment to state what you do, why you exist, and why people should choose you.

What are your services or products?

Why do you exist /
what is your purpose?

What makes you unique ?



Great, now let's take it a step further

You might offer something tangible like a bar of soap or a service such as a fitness class or accounting services.

If you're an accountant, for example, try to get more specific. Do you specialize in personal and business accounting? Do you offer tax services?

Product / Service 1



Briefly describe your service / product

What makes you unique?

