



ONLINE
MARKETING

A SPARKLING
CREATIVE
WORKSHOP *KP*

THE SPARKLING

CREATIVE

LET'S DO SOME MAGIC!

ONLINE MARKETING

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Let's get you ready to execute your own online marketing mix. Before you're ready, you'll have to get to know yourself, your creative business and your ideal client.

You need to decide how you want to present your creative business and find out how you can take care of your people.

1.

What is your business all about?
What is it that you're offering?

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2.

Why are you doing what you're doing?

Your personal why, but also your why as a business.

What is it that you want to achieve through offering your creative work?

3.

Where do you want to be with your business and personal life in 5 years?

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3.

What do you know about your ideal client?

In case you can't answer this question it is about time to talk to your clients or to possible clients.

Write down everything you know about your ideal client!

(gender, age, name, languages they speak, education, personal life, business life,...)

4.

What does your ideal client need?

What are there secret desires, what problem could you solve for them?

What is it that they're dreaming of?

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5. Which words do they use in order to describe their needs and wants?
(concentrate on the words in order to know how a non-professional describes what you're doing, what you're offering and what your client needs!)

THE STYLE OF YOUR CREATIVE BUSINESS

6. Put together all the visual elements you need in order to create all visual materials for your creative business. If you're just starting to put this together you might want to try using Canva in order to create your logo and choose your colors and fonts. Canva is an easy to use design program, in which you can put together anything visual you need for your creative business.

www.canva.com

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7.

Choose 4-8 colors your going to use on all visual materials for your creative Business.
(add the CMYK code!)

8.

Choose 2-4 fonts your going to use on all visual materials for your creative Business.

9.

The logo of your creative Business:

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10.

What's part of your online marketing mix. Pick a maximum of three to four elements to get started and stick to them. I know they all look great and can work for your business, but start with few and than add in more over time.

POSSIBLE ONLINE MARKETING ELEMENTS:

DUE DATE:

WEBSITE*
E-MAIL LIST*
FREEBIES*
FREE CONTENT YOU'RE PUTTING OUT+

SOCIAL MEDIA*:

INSTAGRAM
FACEBOOK
PINTEREST
YOUTUBE
TWITTER

....

BEING FEATURED ON OTHER PEOPLE'S PLATFORMS:

PAID ADVERTISEMENT:

*NONNEGOTIABLES

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11.

What actions do you need to take, to set up your online marketing mix.

Just write everything down you know so far. Obviously you won't know all the details of the process just yet. Just create some notes and starting points. You'll take the time and research more in depth later on.

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