

# HOW TO DEVELOP

## YOUR DIGITAL PUBLISHING STRATEGY

### DEFINE YOUR GOALS

- Improve SEO*
- Build brand*
- Share sales material*
- Communicate with colleagues*
- Generate leads*

### CHOOSE YOUR CHANNELS

- Social media*
- Blog*
- Long-form content*

### CREATE A PRODUCTION SCHEDULE

### DETERMINE PROMOTION NEEDS

### DECIDE MEASUREMENT METRICS

