

This is an beta website by [Inclusive Bytes CIC](#), The aim is to create one location for digital resources in Oldham.



- [Home](#)
- [Tutorials](#)
- [Events](#)
- [Resources](#)
- [Hubs](#)

Key steps to digital marketing

Define your goals

establish clear, achievable objectives that align with your brand.

Identify your target audience

Identify who your ideal customers are and tailor your products/content to their needs.

Choose your channels

select the appropriate digital channels to reach your audience effectively.

Create content

create authentic content that is true to your brand and supports your marketing goals.

Measure and analyse

Use analytic tools to track engagement and progress online to make data-driven decisions and improve performance.

Adapt and optimise

continuously review and improve your strategies based on current and predicted market trends to stay relevant and effective.

Made with the help and support of [Inclusive Bytes CIC](#)

[Training](#) | [Reporting](#)