

Homework Lesson 1

Lesson 1: Digital Marketing Essentials

Worksheet Title: Digital Marketing Essentials Worksheet

Page 1: The “Three Cs” & Your Target Audience

Section 1: Defining the Three Cs

Instructions: In the boxes below, briefly define each component of the Three Cs in your own words.

- Clarity:
- Content:
- Consistency:

Section 2: Who is Your Target Audience?

Instructions: Fill in the buyer persona details below based on your research or reflection.

- Persona Name/Title:
- Demographics (Age, Location, etc.):
- Key Pain Points/Challenges:
- Goals & Aspirations:
- Where They Spend Time Online (Platforms, Forums, etc.):

Page 2: Content Creation & Consistency Plan

Section 3: Crafting Impactful Content

Instructions: Brainstorm 2-3 content ideas (blog posts, videos, social media updates) that resonate with the buyer persona you identified.

Content Idea	Platform	Key Message
(Idea 1)		
(Idea 2)		
(Idea 3)		

Section 4: Basic Analytics & Tracking

Instructions: List 2-3 metrics you'll track to gauge success (e.g., engagement rate, click-through rate, leads generated).

1. Metric #1:

2. Metric #2:

3. Metric #3:

Action Items Recap (Homework):

1. Create a Buyer Persona: ____

2. Plan Your First Month of Content: ____

3. Choose Two Key Metrics to Track: ____