



# **DIGITAL MEDIA CLARITY BLUEPRINT**

# Digital Media Clarity Blueprint

## PURPOSE

1. What is the purpose of your digital media strategy?

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2. What are the reasons you are using digital media?

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3. Define what WINNING looks like for your digital media outcomes.

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## AUDIENCE

### Five Questions to Help Determine Your Target Audience

4. What is the demographic make-up of your target audience?

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5. What type of causes are they passionate about?

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**6. Specifically, what are they currently struggling with?**

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**7. What type of content are they looking for online?**

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**8. Specifically, which platform(s) are they consuming your content?**

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## **VALUE PROPOSITION**

**9. How does your various digital media channels and tools help your target audience?**

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**10. What are the outcomes your specific digital media channels will provide for your target market?**

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**11. What are the reasons why someone should watch and engage with your digital media channels?**

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**CONTENT STRATEGY**

**12. What types of content will you create for your digital channels?**

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**13. What is your content promise to your audience?**

“I promise to post content on my \_\_\_\_\_  
Channel(s) \_\_\_\_\_ per week.”

“I promise to go live on my \_\_\_\_\_ channel(s)  
\_\_\_\_\_ per week.”

**14. What are the top 5 questions your target audience has?**

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**MARKETING POSITIONING**

**15. How are your digital media channels different and stands out?**

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**16. DECLARE YOUR ABSOLUTES: What are three things you absolutely believe to be true that makes you different?**

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**17. What do you want to be known for in your niche?**

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## **BRAND MESSAGE**

**18. What are some taglines, phrases and/or #hashtags that you can communicate across channels with your target audience?**

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**19. What are some stories that you can share often in your content?**

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**20. What does your brand stand for? (Core Beliefs)**

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