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# Webinar 5 – Digital Presence and Content Management

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## Digital Presence and Content Management

*In webinar 5, you will be introduced to digital presence and content management as crucial components of digital marketing.*

*The module also includes a hands-on activity that will encourage all participants to plan social media content every six months.*



## Learning outcomes



*Understand the main concepts, tools and platforms to have a digital presence and manage content.*



*Identify platforms and tools available online to help create an online presence and manage content.*



*Know the advantages and disadvantages of establishing and maintaining a digital presence (website, social networks).*



*Be able to plan the publication of content on social networks.*

# CONTENT

*I. What is digital presence?*

*II. What is content management?*

*III. Tips and tools for effective and fruitful  
content planning*

*Questions & Answers*

# Webinar 5

## Digital Presence and Content Management

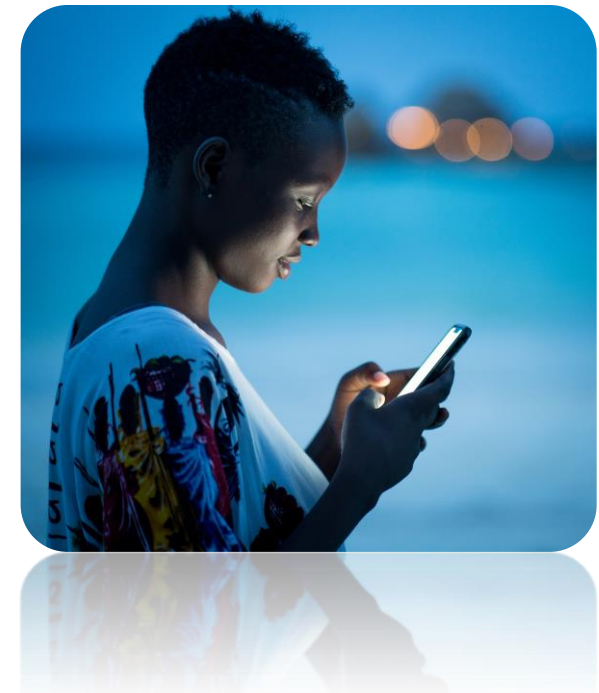
# I. What is digital presence?

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## Definition

Space occupied by a brand in the online environment and how it positions itself and communicates in different digital media, such as social networks, websites and blogs, to obtain:

- Greater visibility for the brand;
- Better relationship with the target audience;
- Greater credibility and authority for the business;
- Reduction of advertising costs in the physical world;
- Increased sales and revenues.



# I. What is digital presence?

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## Types of digital presence

To build an active digital presence, you need to develop assertive digital marketing strategies to generate value for the public and establish a positive image in the online market. Some of the general types are:

- Web site
- Social Networks
- Search Engines



# I. What is digital presence?

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## Types of digital presence

Consoante o tipo de negócio existem algumas outras formas de presença digital que podem beneficiar **tipos específicos** de negócios:

- E-commerce Platforms
- Blog or Content Creation
- SEO (Search Engine Optimization)
- Email Marketing
- Mobile apps
- Online Advertising
- Participation in Communities and Forums.







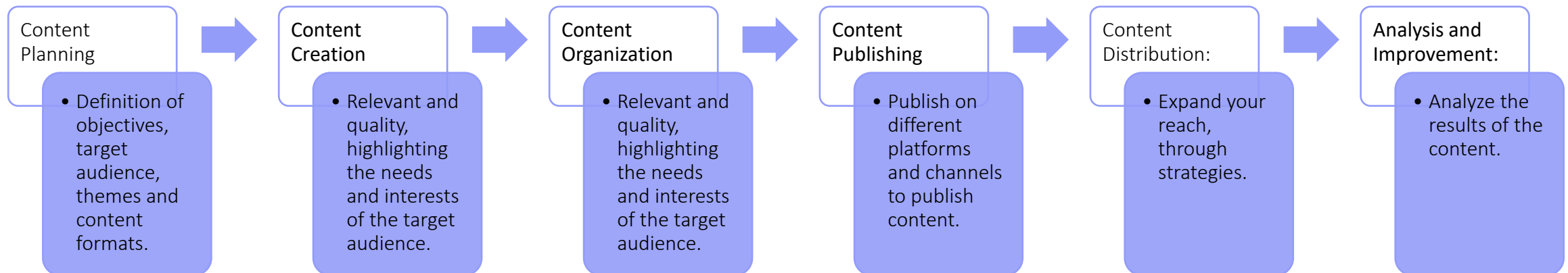
**WHAT ARE THE CHALLENGES OF THE  
PRESENT AND FUTURE DIGITAL  
PRESENCE?**

**THREATS OR OPPORTUNITIES?**

## II. What is content management?

### Definition

Content management involves the planning, creation, organization, publication and distribution of relevant and quality information to achieve business objectives.



## II. What is content management?

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### Advantages

The link between Content Management and the success of a strategy is one of the most consolidated evidences in the advantages of its implementation, with 69% of companies that say they are successful having a documented content strategy and 95% of these use metrics to measure performance (Marketing Institute, 2020).



Relevant and up-to-date content



Consistency in publications



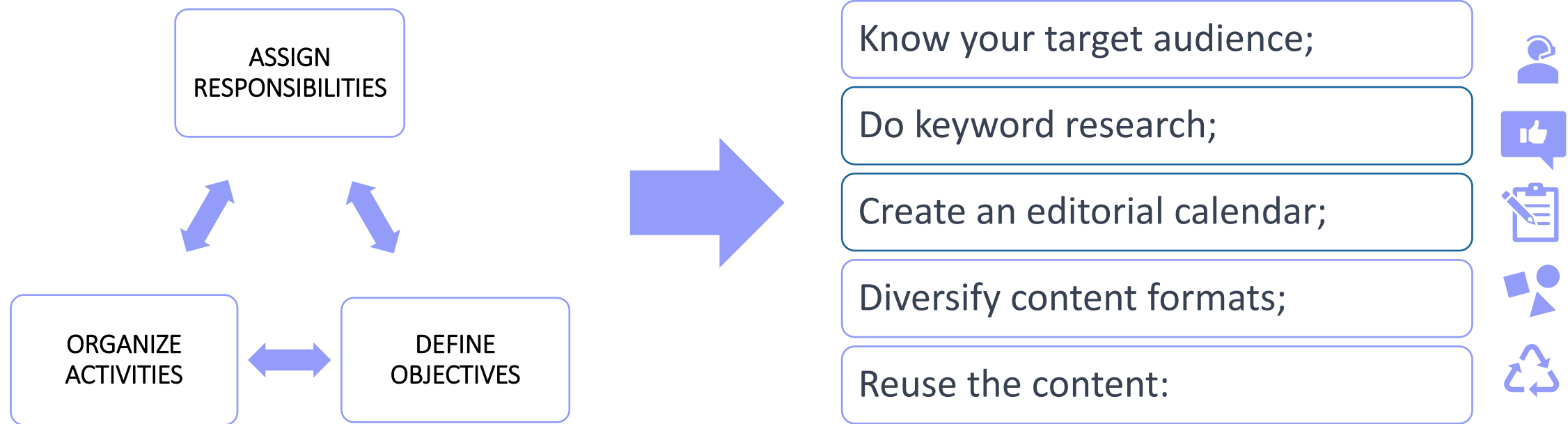
Efficient process



Efficient process

## Tips

Continuous analysis and constant improvement are also key to maximizing results. To this end, the definition of a solid implementation strategy is necessary.



## Tools

Continuous analysis and constant improvement are also key to maximizing results. To this end, the definition of a solid implementation strategy is necessary.

Editorial Calendar



Calendar



Keyword Research Tools

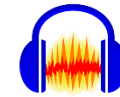


## Tools

Content Creation Tools



Adobe Spark



Audacity®

Content idea generators



BuzzSumo

HubSpot

## Tools

Marketing Automation



mailchimp



Buffer

Content Analysis



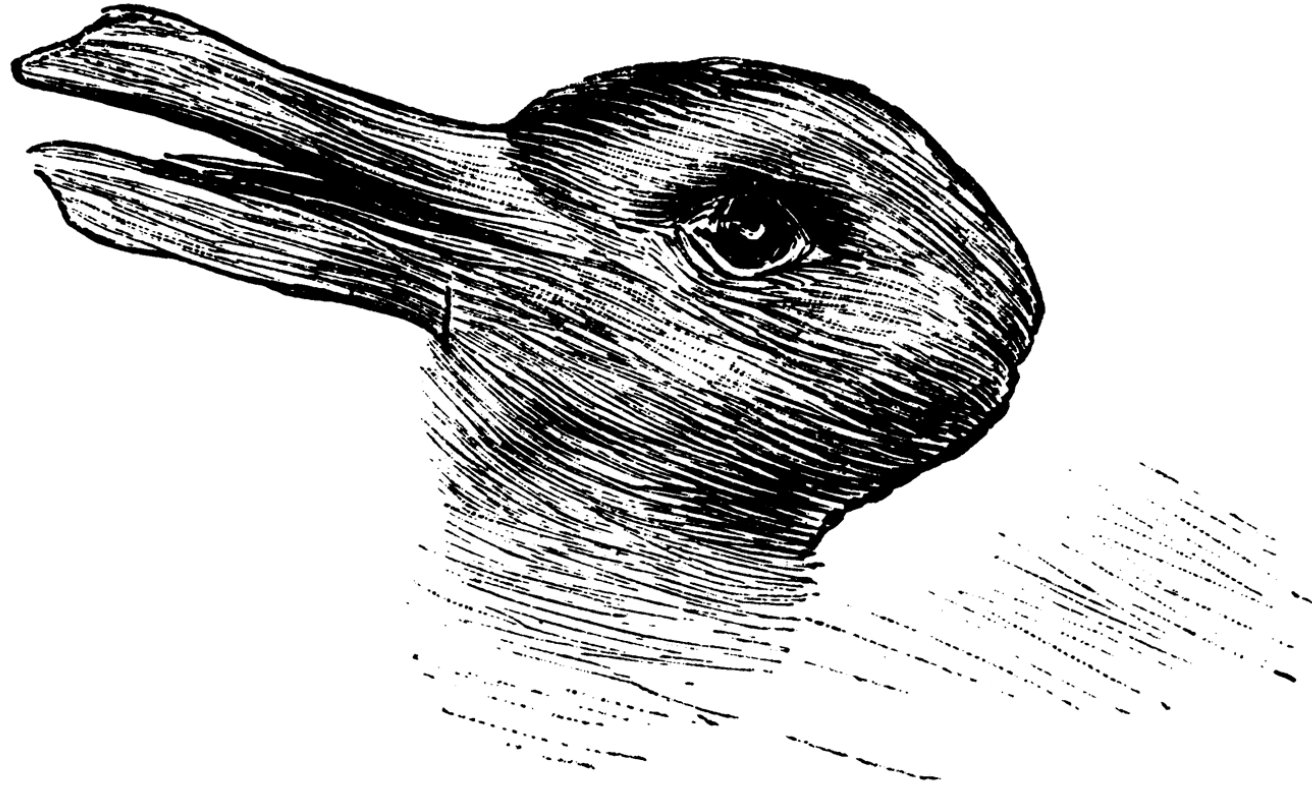
facebook  
Insights



Hootsuite™

# III. Tips and Tools

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## ACTIVITY 1

# SOCIAL MEDIA PLAN

## Estratégias de Marketing

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**Produto**  
Características do produto  
e  
Nome da marca

**Preço**  
Quanto vai custar?

**Distribuição**  
Como vai chegar ao  
consumidor?

**Promoção**  
Como será divulgado?



## Social media plan

- Fill out the social media planner template (page 2)
- Based on the example (page 1), think about the type of content that would be relevant to your business
- Plan a week of social media content accordingly

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***Plano Semestral  
para Redes Sociais***

Exemplo:

<i>Tarefas</i>	<i>Jul</i>	<i>Ago</i>	<i>Set</i>	<i>Out</i>	<i>Nov</i>	<i>Dez</i>	<i>Jan</i>
Publicar algo para inspirar	✓			✓			✓
Partilhar algo educativo		✓			✓		
Contar uma história por de trás de uma fotografia			✓			✓	
Mostrar o que acontece por de trás das "cortinas"						✓	
Promover algo	✓			✓			✓
Perguntas e Respostas		✓			✓		
Partilhar opinião dos clientes							✓
...							

*Notas*

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## ACTIVITY 2

Create a publication

## Create a post for Instagram

- Create a product share post
- Using the Canva app
- Extra: Write a description text





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Business Development Training and Support for  
Non - Native Small Business Owners



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