

The Focused Marketing Hour

One Thing, One Hour

(Each session, choose one marketing activity and stay consistent!)

Content Creation & Updates

- Update Website
 - Create any content for the website
 - Write a blog article
 - Refresh & repurpose an old blog post
 - Record & upload a short video (Reel, TikTok, YouTube Short)
 - Write & schedule a future email newsletter
 - Create a lead magnet (e.g., free guide, checklist, template)
 - Optimise website SEO (update keywords, meta descriptions)
 - Create an FAQ page or update existing FAQs
 - Design a new social media banner or profile image
 - Write and publish a LinkedIn article
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Social Media Growth & Engagement

- Post on Facebook Page
 - Post content in a Facebook Group
 - Post on Instagram
 - Post on LinkedIn
 - Manage LinkedIn connections (engage, message, follow up)
 - Engage in Facebook/LinkedIn groups (answer questions, provide value)
 - DM 5 new connections on LinkedIn with a value-driven message
 - Comment on 10 relevant social media posts in your industry
 - Run a social media poll or interactive story
 - Share a client testimonial or case study
 - Collaborate with another business for a cross-promotion post
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Events & Networking

- Create a Facebook Event

- Create a LinkedIn Event
 - Create an Eventbrite Event
 - Advertise an event on Eventbrite
 - Follow up with event attendees via email or LinkedIn
 - Send invites for upcoming events through social media
 - Research and register for relevant networking events
 - Write a recap post about a recent event you attended
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Paid & Organic Promotion

- Run a small test Facebook/Instagram ad
 - Optimize & update a Google My Business profile
 - Create or update a digital ad campaign (Google Ads, Facebook Ads)
 - Reach out to an influencer for collaboration
 - Submit a guest blog post to an industry website
 - Research trending topics for future content ideas
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Audience Growth & List Building

- Check and respond to all social media comments & DMs
 - Engage with recent email subscribers (welcome email or follow-up)
 - Ask for Google reviews or testimonials from happy clients
 - Create a free downloadable resource to grow your email list
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Digital Growth 101 – Your Partner in Digital Innovation