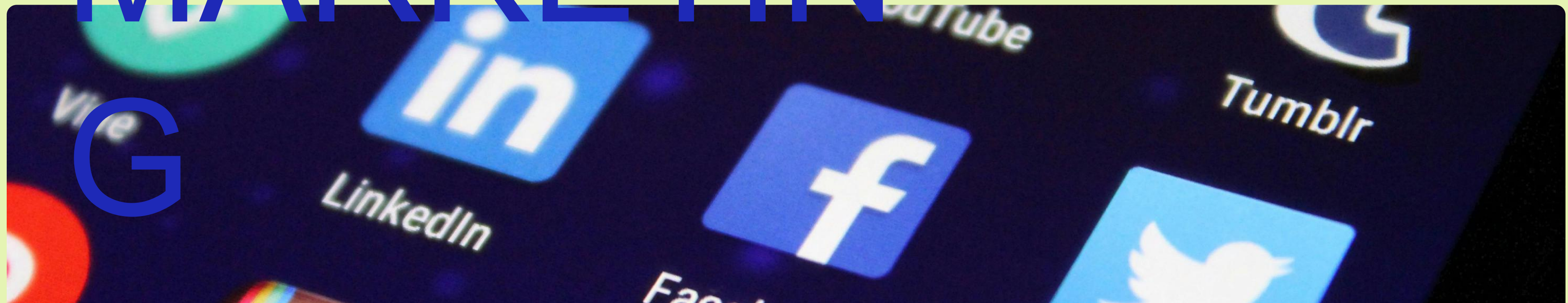


MASTERING DIGITAL MARKETING

SOKOPLUG

A guide to help MSMEs
take their businesses
online.





DIGITAL MARKETIN G?

The use of online platforms to promote and grow a business.

Reaches more customers, builds brand awareness, and drives sales.

DIGITAL MARKETING

G
WEBSITES
PLATFORM

(e-commerce, business, and informational websites)

SOCIAL MEDIA

S
(Facebook, Instagram, TikTok, LinkedIn, X)
MARKETPLACES

(Jiji, Kilimall, Twiva)



DIGITAL MARKETING G TOOLS

CANVA

(Graphic design made easy)

CHATGPT (AI)

(Content creation & automation)

NO-CODE WEBSITE BUILDERS

(WordPress, HubSpot CMS, Wix, Odoo, Canva)

The Odoo logo consists of the word "odoo" in a white, lowercase, sans-serif font, centered on a purple-to-magenta gradient rectangular background.

ChatGPT

The Canva logo features the word "Canva" in a white, cursive script font, centered within a circular gradient background that transitions from cyan at the top to purple at the bottom.

THAN K YOU



TASK:

- Customize your business name, logo, and brand colors.
- Organize your main product images in one folder
- Use ChatGPT to create content for your products or services