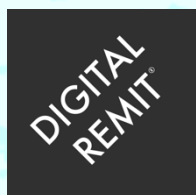


# Digital workbook



**SEMLEP's**  
**Growth Hub**  
Connected Business Support

# 1. Digital Footprint

*Websites* .....

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*Domains* .....

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*Search Engines* .....

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*Social Media* .....

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*Username* .....

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*Mailing Lists* .....

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*Advertising* .....

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## 2. Customer Journey

*Suspect* .....

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*Prospect* .....

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.....  
.....

*Customer* .....

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.....

*Repeat Customer* .....

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.....

*Advocate* .....

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.....

*Partner* .....

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.....  
.....

### 3. Objectives

*Speak* .....

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*Sizzle* .....

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*Sell* .....

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*Serve* .....

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*Save* .....

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## 4. Execution

*Content* .....

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*Design* .....

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*Development* .....

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*Sys Admin* .....

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*Legals* .....

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.....

.....

ENDS