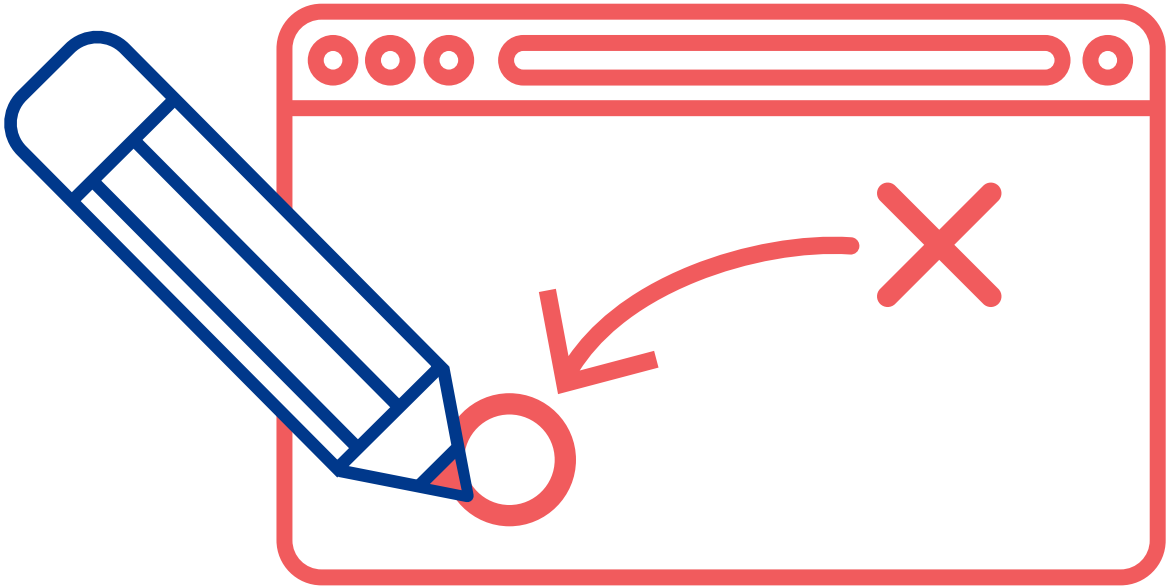
DIGITAL engagement WORKBOOK



Goal Statement

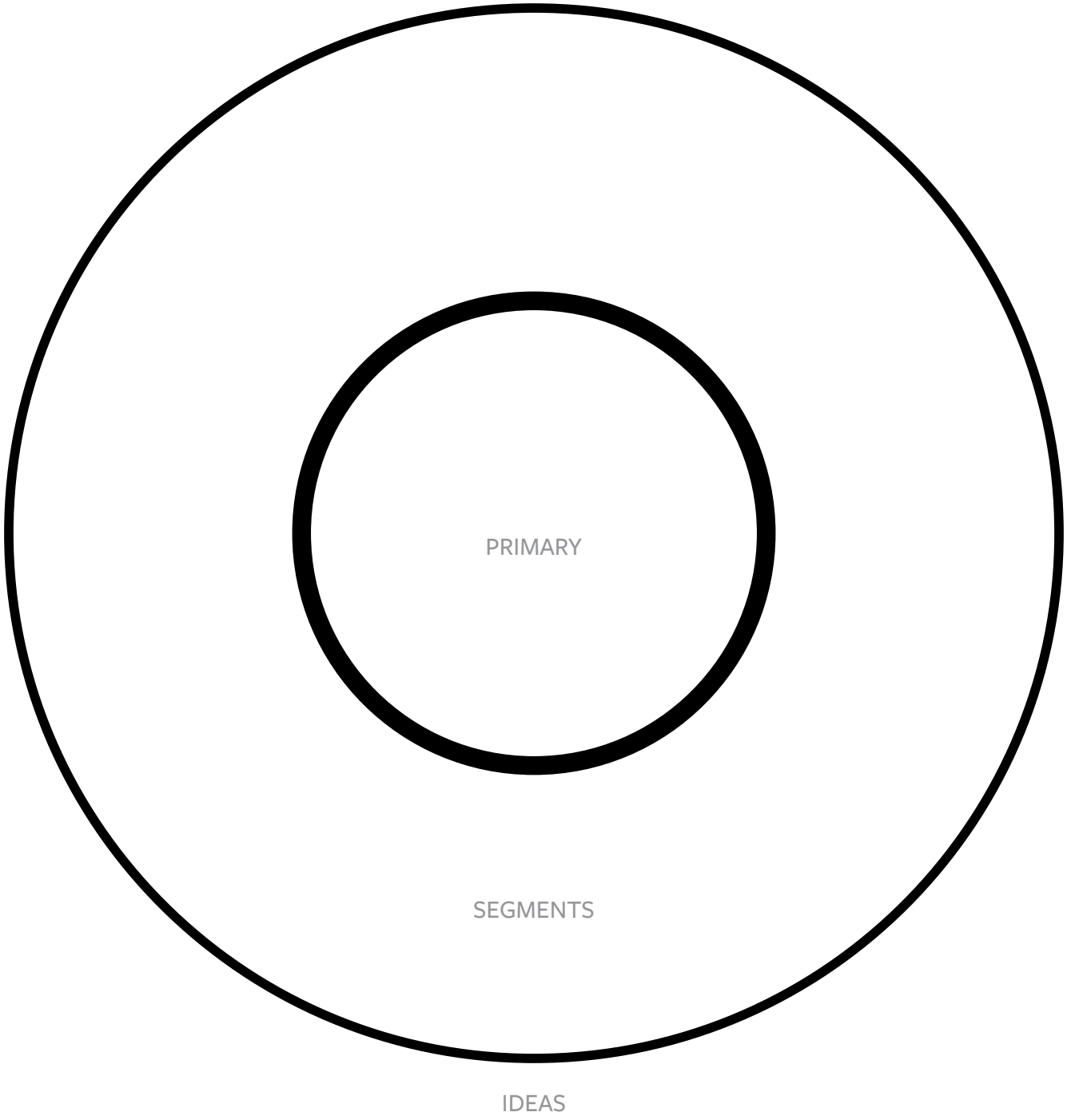
Framing the strategic purpose

NOTES AND IDEAS

DIGITAL ENGAGEMENT STRATEGY GOAL STATEMENT

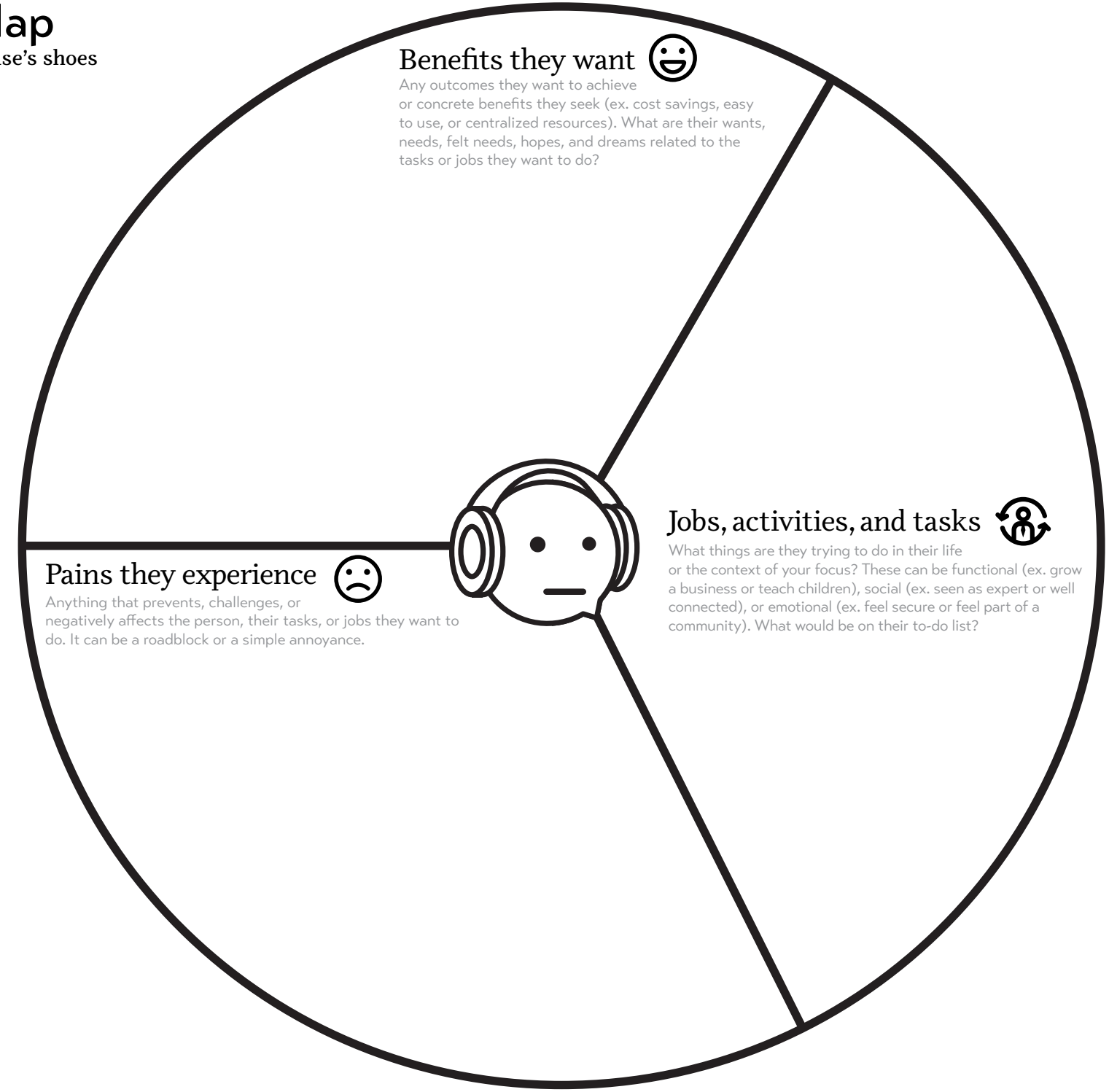
Target Map

Finding a focus



Empathy Map

Walking in someone else's shoes



Benefits they want

Any outcomes they want to achieve or concrete benefits they seek (ex. cost savings, easy to use, or centralized resources). What are their wants, needs, felt needs, hopes, and dreams related to the tasks or jobs they want to do?

Jobs, activities, and tasks

What things are they trying to do in their life or the context of your focus? These can be functional (ex. grow a business or teach children), social (ex. seen as expert or well connected), or emotional (ex. feel secure or feel part of a community). What would be on their to-do list?

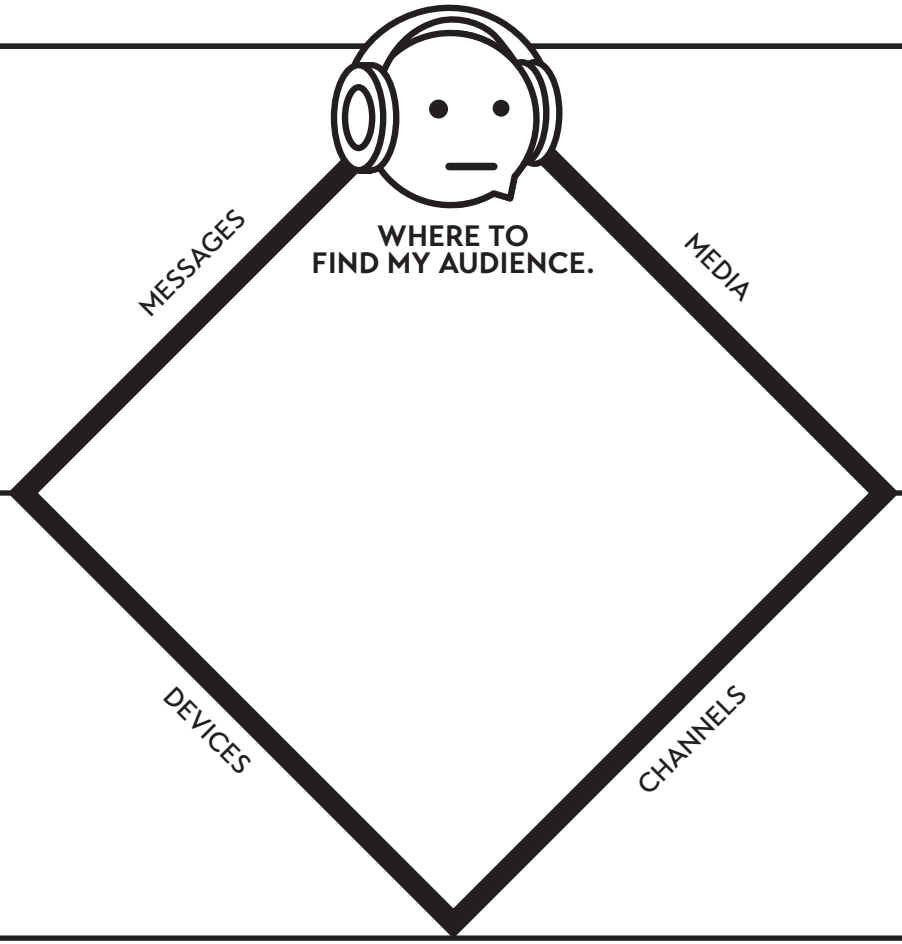
Pains they experience

Anything that prevents, challenges, or negatively affects the person, their tasks, or jobs they want to do. It can be a roadblock or a simple annoyance.

Landscape Map

Discovering media habits and preferences

INFLUENCERS



CONTEXTS: PLACES - OCCASSIONS - TIMES - FREQUENCY

Persona

Humanizing our target audience

NAME .....
Insert a fictitious person's name

Gender ..... Age ..... Ethnicity .....

Marital status ..... Number of children .....

Language .....

Religion .....

Education .....

Occupation ..... Income .....

Specific location (i.e.,country, city, area) + context (i.e., urban or village) .....

QUOTE: Use a real quote or one that represents the target group

WORLDVIEW: Beliefs, attitudes, culture, rites, rituals, social, political, spiritual, etc.

BRIDGES + BARRIERS: Opportunities and obstacles for sharing the gospel

TECHNOLOGY USE: Access, proficiency, preferences, and habits related to technology

My influences .....

My preferred media .....

My preferred devices .....

WAYS TO CONTACT ME: Digital and non-digital communication preferences and requirements

JOBS, ACTIVITIES, AND TASKS: What are they trying to do? .....

PAINS: Fears, frustration, anxieties .....

BENEFITS: Wants, needs, hopes, dreams .....

Point of View Statement

Stating the audience perspective

_____

Name of your target group (ex. farmers or college students)

need a way to

_____

Name a targeted task or need (ex. share training with others in their community or plan their career path)

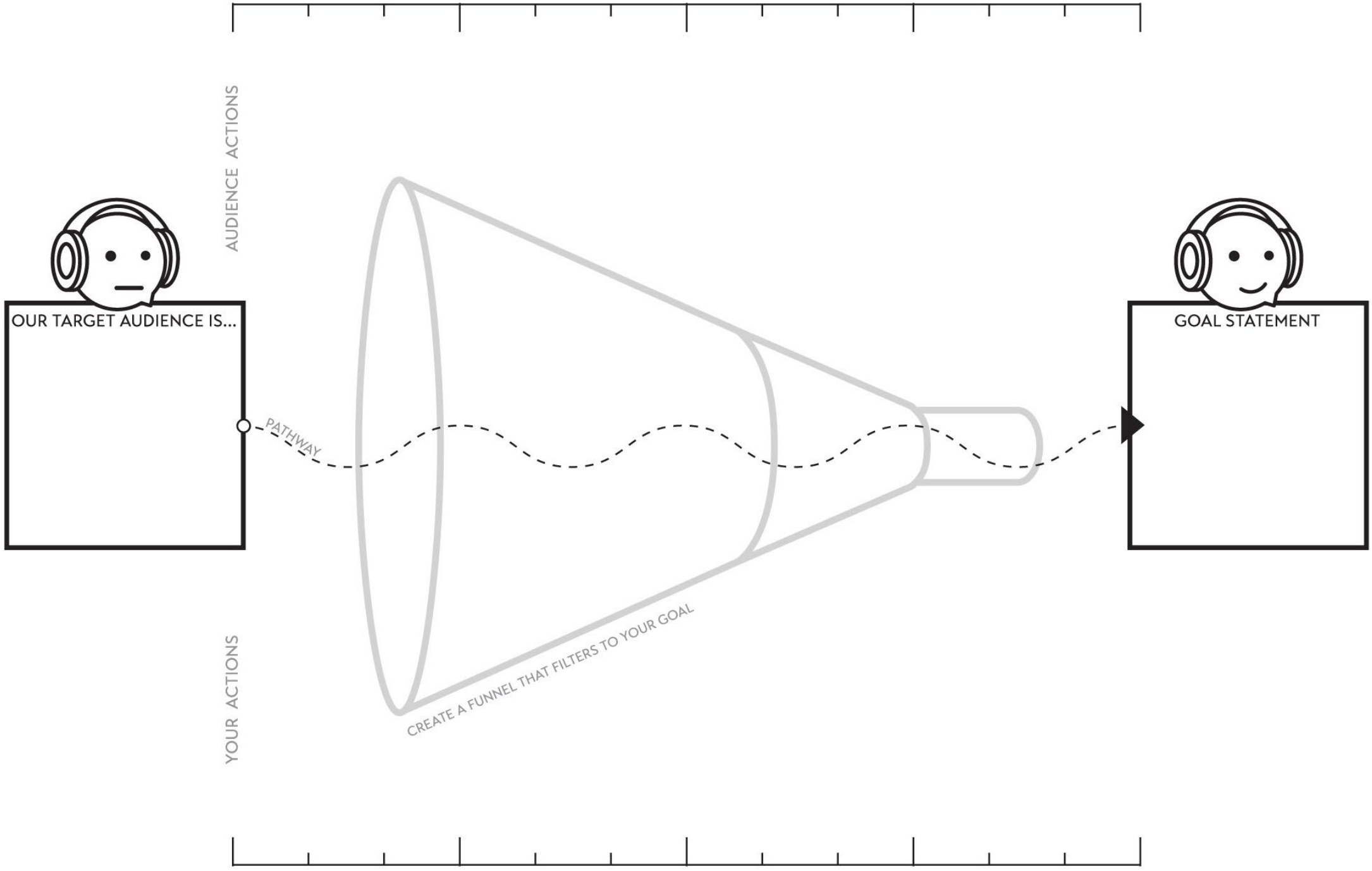
because

_____

Name a key insight you discovered (ex. they lack confidence or they come from impoverished homes)

Digital Engagement Pathway Tool

Creating a path to the goal



Content Calendar

Guiding content strategy implementation

WHAT KIND OF CONTENT	WHEN	CAMPAIGN OR MESSAGE	PURPOSE OR FUNNEL USE	MEASURABLE GOALS

NOTES