

KOMPOSITION LLC

# Digital Media Strategies

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Adventist  
Technology  
Summit  
BRAZIL

# Kirk, Kanique, Karsyn, & Khenzi



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The  
**CHOSEN**

**WE WERE CHOSEN**  
**BACKGROUND**  
**ACTORS**



# Q. What are Digital Media Strategies?



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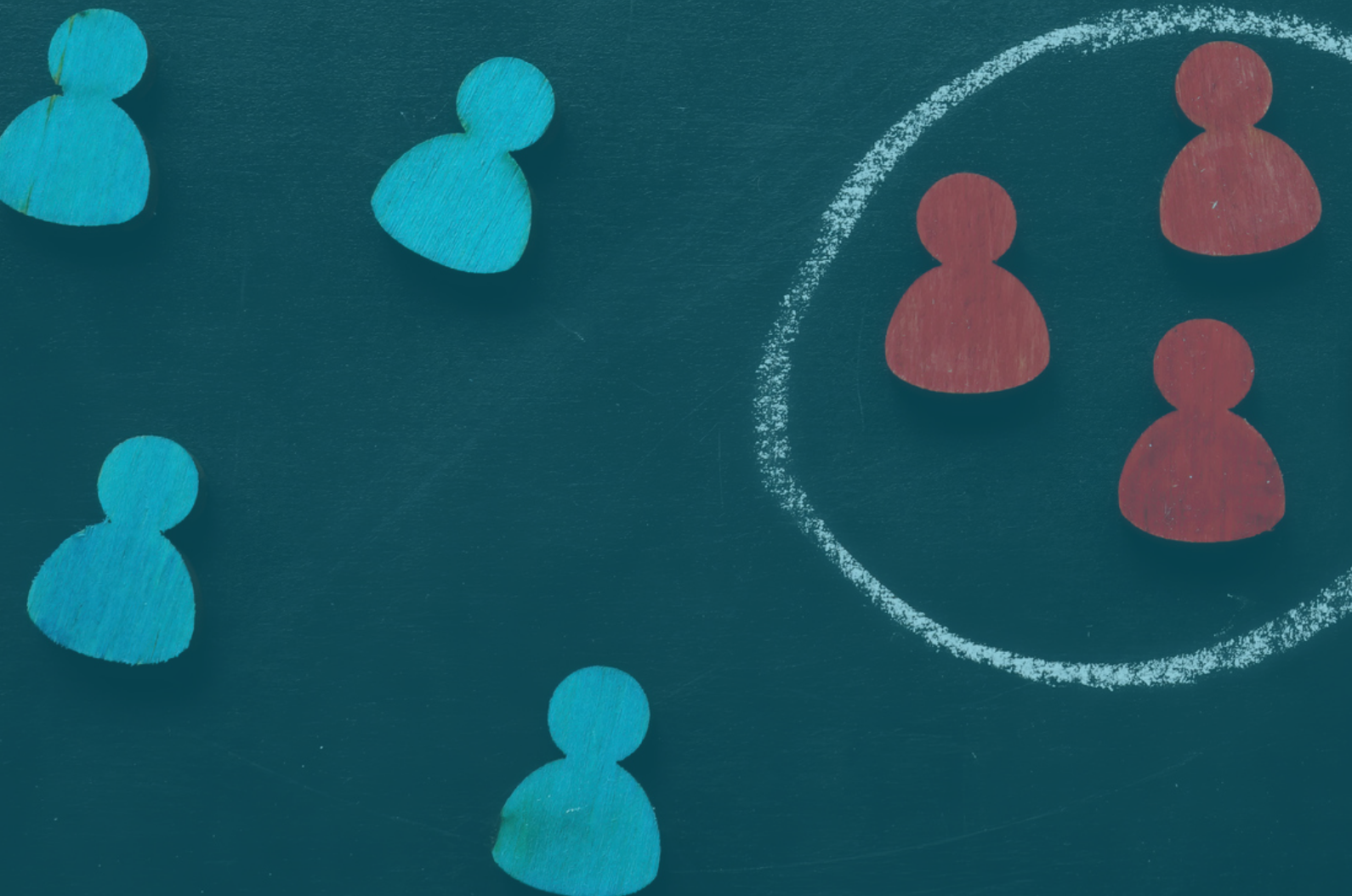


# Q. What is a Target Audience?



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Target  
Audience



**...the specific group  
of consumers most  
likely to want your  
product or service or  
content**



**any type of media  
that an  
organization uses  
to engage with  
visitors, customers,  
or users of their  
website or  
applications**



# 3 Strategies for Digital Media





# Identify what your Content Is.



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# Identify who your Content is Speaking to.



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*User Experience*

# Curate the Experience



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# Have you Considered?



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- Identify what your Content Is.
- Identify who your Content is Speaking to.
- Curate the Experience.
- Be Intentional with Everything.
- Any Questions?



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Anthony Santana

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Kirk Nugent

@kirknugent

2ND MONDAYS AT 7PM CENTRAL TIME

**MID-MONTH HUDDLE Q&A**

LIVE VIDEO QUESTION AND ANSWER SESSION

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