6 steps to get started with digital marketing

1. **Track Customer Behavior**
   - Collect data and create events: Capture digital data and track customer behavior.

2. **Choose What Content to Display**
   - Create messages: Upload assets and creatives with messaging that entices customers and moves them to action.

3. **Choose Where Your Content Displays**
   - Create spots: You decide where to display the creative based on the channel, such as mobile app and web pages.

4. **Define Who Sees Your Content**
   - Create segments: These are groups of people who share common characteristics. Analyze segment attributes and determine best placement across channels based on segment profiles or characteristics.

5. **Deliver the Content**
   - Create tasks: Measure, test and deliver personalized content with tasks. Make the customer experience personal and memorable from web, mobile and email channels.

6. **Track Customer Interactions with Your Content**
   - Create activities: Connect tasks to create customer journeys that deliver the right content, in the right place, to the right people.