

## DIGITAL MARKETING

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1. Analyze and compare the differences between Digital Marketing and Real Marketing in terms of reach, engagement, and measurement.
2. Develop strategic electronic plans for effective online marketing campaigns, utilizing tools such as SEO, PPC, and social media marketing.
3. Evaluate traditional Business Models in comparison to Digital Business Models, understanding the shift towards e-commerce and online revenue streams.
4. Implement the principles of the Balanced Scorecard to measure the success of digital marketing efforts and align them with overall business goals.
5. Demonstrate the ability to create customer value online through personalized content, targeted advertisements, and interactive experiences.
6. Analyze the buyer and seller perspectives in online transactions, understanding the psychology and decision-making processes involved.
7. Utilize Distribution Channel Metrics to optimize online distribution strategies and maximize reach to target audiences.
8. Develop and implement Integrated Marketing Communication (IMC) strategies for Internet advertising, incorporating social media, email marketing, and influencer partnerships.
9. Utilize monitoring tools to track and analyze social media engagement, sentiment, and brand mentions, adjusting strategies as needed.
10. Apply online marketing research tools to gather insights on consumer behavior, market trends, and competitor analysis for informed decision-making.
11. Evaluate how technological readiness influences marketing strategies, adapting to advancements in AI, AR, and data analytics.
12. Develop effective Social Media Strategies for various platforms, including content creation, community management, and influencer collaborations.
13. Identify and implement the pillars of Relationship Marketing in the digital space, building customer loyalty and trust through personalized interactions and targeted messaging.
14. Implement Website Solution Methods for creating user-friendly, responsive websites that drive traffic and conversions.
15. Utilize Web Analytics to track website performance, user behavior, and conversion rates, optimizing for better results.
16. Evaluate consumer loyalty of website services through customer feedback, reviews, and retention metrics.
17. Understand the importance of privacy, digital property rights, and online expression in the context of online marketing and consumer data protection.
18. Explore the use of other social applications for marketing purposes, such as chatbots, AR filters, and video marketing, to enhance brand visibility and engagement.