



Digital Marketing

Lecture 3

By

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Skills for non-technical



- ▶ Community management
- ▶ Posting skills
- ▶ Advertising
- ▶ Acquisition
- ▶ Performance measurement
- ▶ Client dealing

Digital marketing tools



- ▶ Facebook
- ▶ Linked in
- ▶ Instagram
- ▶ Twitter
- ▶ YouTube
- ▶ Google AdWords
- ▶ Bloger
- ▶ Taboola

Tools

- ▶ Native advertising
- ▶ Maikhimp

