



Module III. Business

Digital
Marketing
for
Orange
Economy

Topic 1. Introduction to digital marketing

Lesson 1. Introduction to digital marketing





Erasmus+ Programme of the European Union





Once the topic is

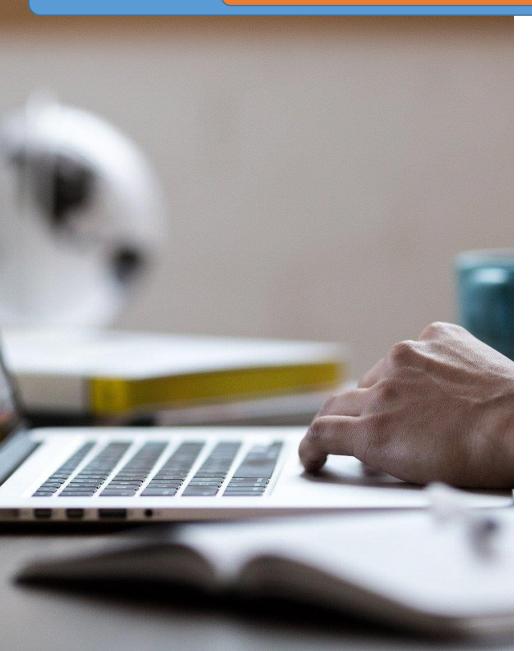
completed and approved,

learners will be able to...

Understand what digital marketing is, how digital differs from traditional marketing, and what are the benefits of use.







Digital Marketing

is the use of digital or social channels to promote a brand or reach consumers.

AMA (American Marketing Association),





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Traditional vs. Digital Marketing









Benefits of use?

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Brand awareness is increasing



Website traffic is increasing



You are generating more sales



Building social connections and influence



Learn about the market and customers



The ability to test, optimize and measure marketing efforts is acquired





of the European Union



CREDITS

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