





## Module III. Business

Digital  
Marketing  
for  
Orange  
Economy

Topic 1. Introduction to digital  
marketing

Lesson 2. Types of media  
and digital marketing  
channels



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*In this lesson, we will learn...*

*What types of digital media exist  
and what are the most important  
channels of digital marketing.*



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Once the topic is  
completed and approved,  
learners will be able to...

**Understand types of digital media and what are  
the most important channels of digital  
marketing.**



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# Media

## PAID

### ADVERTISING

PPC

DISPLAY ADS

RETARGETING

SOCIAL MEDIA ADS

INFLUENCERS



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# Media

## OWNED

### WEB PROPERTIES

WEBSITE

BLOG

SOCIAL MEDIA CHANNELS

EMAIL

## PAID

### ADVERTISING

PPC

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INFLUENCERS



# Media





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# Conclusions

A hand holding a smartphone in front of a laptop on a wooden desk. The background is slightly blurred, showing a laptop keyboard and a white mug. The hand is wearing a black watch.

**“It’s hard to find things that won’t sell online.”**  
– Jeff Bezos



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## CREDITS

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