


CREATE A DIGITAL MARKETING STRATEGY



 Module
III

 Course
Digital
Marketing
for
Orange
Economy

 Topic 9
Digital
Marketing
Strategy

Lesson 2
Structure and
the process of
creating a
digital
marketing
strategy

Activity

- **Short Description:** In an individual activity, each student should make a digital marketing strategy for a company that they have chosen in activity in Topic 8.
- **Methodology:** Project-based learning
- **Duration:** 2h
- **Difficulty (high - medium - low):** Medium
- **Individual / Team:** Individual
- **Classroom / House:** House
- **What do we need to do this activity?**
 - **Hardware** (Computer or Smartphone)
 - **Software** (Web browser)



- **Other resources** (None)

Description

- **Text description:** Once when the lesson is presented by the teacher, the student should go on the Internet and search for a company that they have chosen in the activity in Topic 8. They have to search for their digital marketing channels, analyze how they communicate with their target audience, what are the posts that they publish on social media, and more. Using the 6 elements of the SOSTAC process of planning, students have to try to create their digital marketing strategy for that company.
- **Illustration:**



Instructions

Chose a web browser to find needed information.

1. STEP 1: Using the internet, search for the digital marketing channels that the company you have selected has.
2. STEP 2: Following the elements of SOSTAC® planning, create a digital marketing strategy for the company that you have chosen.

Expected outcomes

- The students will better understand Digital marketing strategy, and learn how to create one.

DIGICOMP (Competences developed): *Interacting through digital technologies, Sharing through digital technologies, Developing digital content, Creatively using digital technologies*

ENTRECOMP (Competences developed): *Creativity, Taking the initiative, Vision, Learning through experience*



ANNEX:

DIGCOMP	ENTRECOMP
<p>1. INFORMATION AND DATA LITERACY</p> <p>1.1 Browsing, searching and filtering data, information and digital content</p>	<p>1. IDEAS AND OPPORTUNITIES</p> <p>1.1 Spotting opportunities</p> <p>1.2 Creativity</p>
<p>1.2 Evaluating data, information and digital content</p> <p>1.3 Managing data, information and digital content</p>	<p>1.3 Vision</p> <p>1.4 Valuing ideas</p> <p>1.5 Ethical and sustainable thinking</p>
<p>2. COMMUNICATION AND COLLABORATION</p> <p>2.1 Interacting through digital technologies</p> <p>2.2 Sharing through digital technologies</p> <p>2.3 Engaging in citizenship through digital technologies</p> <p>2.4 Collaborating through digital technologies</p> <p>2.5 Netiquette</p> <p>2.6 Managing digital identity</p>	<p>2. RESOURCES</p> <p>2.1 Self- awareness and self- efficacy</p> <p>2.2 Motivation and perseverance</p> <p>2.3 Mobilizing resources</p> <p>2.4 Financial and economic literacy</p> <p>2.5. Mobilizing others</p>
<p>3. DIGITAL CONTENT CREATION</p> <p>3.1 Developing digital content</p> <p>3.2 Integrating and re-elaborating digital content</p> <p>3.3 Copyright and licences</p> <p>3.4 Programming</p>	<p>3. INTO ACTION</p> <p>3.1 Taking the initiative</p> <p>3.2 Planning and management</p> <p>3.3 Coping with uncertainty, ambiguity and risk</p> <p>3.4 Working with others</p> <p>3.5. Learning through experience</p>



<p style="text-align: center;">4. SAFETY</p> <p>4.1 Protecting devices</p> <p>4.2 Protecting personal data and privacy</p> <p>4.3 Protecting health and well-being</p> <p>4.4 Protecting the environment</p>	
<p style="text-align: center;">5. PROBLEM SOLVING</p> <p>5.1 Solving technical problems</p> <p>5.2 Identifying needs and technological responses</p> <p>5.3 Creatively using digital technologies</p> <p>5.4 Identifying digital competence gaps</p>	



