

### Module III. Business

Digital
Marketing
for
Orange
Economy

Topic 1. Introduction to digital marketing

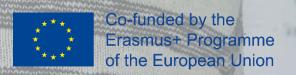
Lesson 2. Types of media and digital marketing channels





In this lesson, we will learn...

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





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

Module III. Business

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



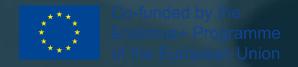


# Media

### **PAID**

### **ADVERTISING**

PPC
DISPLAY ADS
RETARGETING
SOCIAL MEDIA ADS
INFLUENCERS





## Media

## OWNED

WEB PROPERTIES
WEBSITE
BLOG
SOCIAL MEDIA CHANNELS
EMAIL

## **PAID**

#### **ADVERTISING**

PPC
DISPLAY ADS
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INFLUENCERS





## Media

## OWNED

WEB PROPERTIES
WEBSITE
BLOG
SOCIAL MEDIA CHANNELS
EMALL

### **PAID**

#### **ADVERTISING**

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INFLUENCERS

### EARNED

#### **SHARING**

REVIEWS
MENTIONS
SHARES
INFLUENCERS(FREE)











#### **CREDITS**

Content prepared by Business Incubator Novi Sad.



