

Introduction to Digital Marketing Strategy



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In this lesson, we will learn...

what factors influence a digital marketing strategy, what types of digital marketing strategies are there.



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

Understand different types of digital marketing strategy.



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Digital marketing strategy is a detailed way in which you will achieve the goals that you have defined for the contribution of sales on digital channels. That is, the digital marketing strategy represents the channel strategy.



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What factors influence a digital marketing strategy?

Internal factors

External factors



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What types of digital marketing strategies are there?

Value proposition for new customers

Customer acquisition

Customer conversion

Customer development



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Conclusion



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CREDITS

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