**Training Fiche**

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| **Title** | Mastering Digital Marketing: Strategies for Online Success | | | |
| **Keywords** | Digital Marketing, Online Presence, Business Objectives, Target Audience, Market Research, Competitor Analysis, User-Friendly Website, Search Engine Optimization (SEO), Social Media Marketing Content Creation, Customer Engagement | | | |
| **Provided by** | Sud Concept | | | |
| **Language** | English | | | |
| **Training area** | **☐ Fundamentals of digital entrepreneurship in microenterprise settings**  **☒ Digital communication and branding**  **☐ Digital finance**  **☐ Cybersecurity** | | | |
| **Learning outcomes** | **EntreComp** | | | |
| **☒** Ideas & opportunities  **☒** Resources  ☐ Into action  **Specific competences addressed:**  Spotting Opportunities, Creativity, Vision, Valuing Ideas, Ethical and Sustainable Thinking | | | |
| **DigComp** | | | |
| ☐ Information and data literacy  **☒** Communication and collaboration  **☒** Digital content creation  **☒** Safety  **☒** Problem solving  **Specific competences addressed:**  Interacting through digital technologies, Sharing through digital technologies, Collaborating through digital technologies, Managing digital identity, Creating and editing digital content, Integrating and re-elaborating digital content, Protecting personal data and privacy, Identifying needs and technological responses, Creatively using digital technology | | | |
| **Proficiency level** | | | |
| ☐ Level 1  ☐ Level 2 | ☐ Level 3  ☐ Level 4 | **☒** Level 5  ☐ Level 6 | ☐ Level 7  ☐ Level 8 |
| **Foundation** | **Intermediate** | **Advanced** | **Expert** |
| **Description** | This module will focus on helping MSMEs develop effective digital marketing strategies to enhance their online presence. It covers topics such as social media marketing, search engine optimization (SEO), content marketing, and online advertising. By mastering these skills, MSMEs can improve their visibility, attract more customers, and drive business growth. | | | |
| **Learning objectives** | * To develop a solid understanding of digital marketing concepts, including various online channels and strategies. * To define clear business objectives and identify target audiences for digital marketing campaigns. * To explore techniques for creating user-friendly, responsive websites that enhance the online customer experience. | | | |
| **Index (3 levels: Module-Unit-Section)** | **Module: Mastering Digital Marketing: Strategies for Online Success**  **Unit 1**: **Introduction to Digital Marketing**  Section 1.1. Understanding the Digital Marketing Landscape  Section 1.2. Identifying Key Digital Marketing Channels and Strategies:  **Unit 2**: **Crafting a Digital Marketing Strategy**  Section 2.1. Defining Business Objectives and Target Audience  Section 2.2. Developing a Comprehensive Digital Marketing Plan  **Unit 3: Optimizing Online Presence**  Section 3.1. Implementing Effective Search Engine Optimization (SEO) Techniques  Section 3.2. Utilizing Social Media Platforms for Brand Building and Engagement | | | |
| **Content developed** | **Module: Mastering Digital Marketing: Strategies for Online Success**  **Unit 1: Introduction to Digital Marketing**  **Section 1.1.** Understanding the Digital Marketing Landscape  **1.1.1 Definition and Evolution of Digital Marketing**  Digital marketing refers to the use of digital channels, platforms, and technologies to promote, advertise, and communicate with a target audience to achieve various marketing objectives. It encompasses a wide range of online activities and strategies aimed at building brand awareness, attracting and retaining customers, and driving business growth.  Digital marketing has evolved significantly over the years. It started with simple online advertising and email marketing in the early days of the internet. However, technological advancements, the proliferation of social media, and the increasing use of mobile devices have transformed digital marketing into a complex and dynamic field. Today, digital marketing includes a variety of channels such as search engine marketing (SEM), content marketing, social media marketing, email marketing, influencer marketing, and more.  **1.1.2 The Impact of Digitalization on Consumer Behavior**  The advent of the digital age has had a profound impact on consumer behavior. Understanding these changes is crucial for businesses looking to effectively engage with their target audience in the digital landscape.   * **Shift in Information Access:** Digitalization has empowered consumers with easy access to vast amounts of information. Consumers now research products and services online before making purchasing decisions. This shift requires businesses to provide accurate and relevant information online to influence consumer choices. * **Multi-Device and Multi-Channel Usage:** Consumers use various devices such as smartphones, tablets, and laptops to access digital content. They also interact with brands across multiple channels, including websites, social media, and mobile apps. Businesses must optimize their digital presence for a seamless, cross-channel customer experience. * **Social Media Influence:** Social media platforms play a significant role in shaping consumer opinions and behaviors. Consumers often seek peer reviews and recommendations on social media before making decisions. Companies need to actively engage with consumers on these platforms and manage their online reputation. * **Personalization and Targeting:** Digitalization enables businesses to collect and analyze customer data. This data-driven approach allows for personalized marketing efforts, tailoring content and offers to individual preferences. Personalization enhances customer engagement and conversion rates. * **E-commerce Growth:** The rise of e-commerce, accelerated by the COVID-19 pandemic, has reshaped retail. Consumers increasingly prefer online shopping for convenience and safety. Businesses need to establish a strong online presence, optimize e-commerce platforms, and implement secure payment solutions.   Understanding the digital marketing landscape and its impact on consumer behavior is essential for MSMEs (Micro, Small, and Medium Enterprises) aiming to thrive in the digital era. As consumer behaviors continue to evolve, businesses must adapt their digital marketing strategies to remain competitive and resilient.  **Section 1.2:** Identifying Key Digital Marketing Channels and Strategies  In Section 1.1, we explored the definition and evolution of digital marketing and the impact of digitalization on consumer behavior. Now, in Section 1.2, we will delve into the specific digital marketing channels and strategies that businesses, especially micro and SMEs, can leverage to achieve their marketing goals effectively.  **1.2.1 Key Digital Marketing Channels**  Digital marketing offers a diverse range of channels, each with its unique characteristics and advantages. MSMEs need to identify which channels align best with their target audience and business objectives. Here are some of the key digital marketing channels:   1. **Search Engine Marketing (SEM):** SEM involves paid advertising on search engines like Google and Bing. It includes pay-per-click (PPC) campaigns and display advertising. SEM is effective for driving immediate traffic to your website when users search for specific keywords related to your business. 2. **Search Engine Optimization (SEO):** SEO is the process of optimizing your website to rank higher in organic search results. It's crucial for long-term visibility and attracting organic (non-paid) traffic. Proper SEO techniques can improve your website's chances of being found by potential customers. 3. **Social Media Marketing:** Social media platforms like Facebook, Instagram, Twitter, and LinkedIn offer extensive opportunities for brand promotion and engagement. MSMEs can use these platforms to connect with their audience, share content, run targeted ads, and build a loyal following. 4. **Content Marketing:** Content is at the heart of digital marketing. It includes blog posts, articles, videos, infographics, and more. Creating high-quality, relevant content not only engages your audience but also improves your website's search rankings and authority. 5. **Email Marketing:** Email remains a powerful channel for reaching and nurturing leads. MSMEs can use email marketing to send newsletters, product updates, special offers, and personalized messages to their subscribers. 6. **Affiliate Marketing:** This strategy involves partnering with affiliates who promote your products or services in exchange for a commission. It can be a cost-effective way to expand your reach and boost sales. 7. **Influencer Marketing:** Collaborating with social media influencers or industry experts can help MSMEs tap into the influencer's engaged audience and gain credibility in their niche.   **1.2.2 Digital Marketing Strategies**  In addition to selecting the right channels, MSMEs must formulate effective digital marketing strategies. The choice of strategy depends on business goals, target audience, and available resources. Here are some key digital marketing strategies:   1. **Content Strategy:** Develop a content calendar that outlines what content will be created, when it will be published, and who the target audience is. Content should be informative, engaging, and aligned with the audience's interests and pain points. 2. **Social Media Strategy:** Define your social media goals, choose the right platforms for your audience, and create a posting schedule. Engage with your followers, respond to comments, and use social media advertising to extend your reach. 3. **Email Marketing Strategy:** Segment your email list to send personalized messages. Craft compelling subject lines and content that encourages opens, clicks, and conversions. Monitor email campaign performance and make improvements over time. 4. **SEO Strategy:** Research keywords relevant to your business, optimize on-page content, and build high-quality backlinks. Regularly audit your website for SEO improvements. 5. **Paid Advertising Strategy:** Set clear objectives for your paid advertising campaigns. Whether it's increasing website traffic, generating leads, or boosting sales, your strategy should align with your goals. 6. **Analytics and Measurement:** Implement tracking tools like Google Analytics to monitor the performance of your digital marketing efforts. Analyze data to make informed decisions and refine your strategies.   By identifying the key digital marketing channels and strategies that suit their unique needs, micro and SMEs can maximize their online presence, engage with their target audience effectively, and achieve their business objectives in the digital age. In the next section, we will explore the process of crafting a comprehensive digital marketing plan.  **Unit 2: Crafting a Digital Marketing Strategy**  **Section 2.1**: Defining Business Objectives and Target Audience  In Section 1, we explored the foundational concepts of digital marketing and identified key channels and strategies. Now, in Section 2, we dive deeper into the process of crafting a digital marketing strategy, starting with the critical steps of defining business objectives and identifying the target audience.  **2.1.1 Definition and Evolution of Digital Marketing**  Before embarking on any digital marketing campaign, it's essential to establish clear and measurable business objectives. These objectives serve as your roadmap and benchmarks for success. For micro and SMEs, defining objectives can help align digital marketing efforts with broader business goals. Here are some common business objectives in the context of digital marketing:   1. **Increase Sales:** This is often the primary objective for many businesses. You may aim to boost online or offline sales, increase the average transaction value, or enhance customer retention. 2. **Generate Leads:** If your business relies on lead generation, setting objectives to acquire a certain number of high-quality leads through digital channels is crucial. 3. **Boost Website Traffic:** If your website is a key part of your business, increasing website traffic can be an objective. It's important to specify whether you're targeting new or returning visitors. 4. **Enhance Brand Awareness:** Building brand recognition and trust can be a valuable objective, especially for newer businesses or those entering new markets. 5. **Improve Customer Engagement:** Increasing engagement metrics like likes, shares, comments, and social media followers can be an objective, particularly for businesses with strong online communities. 6. **Expand Market Reach:** If you're looking to enter new geographic markets or demographics, expanding your market reach can be a strategic objective. 7. **Reduce Marketing Costs:** Efficiently utilizing digital marketing resources and lowering the cost per acquisition (CPA) or cost per click (CPC) can be a cost-saving objective. 8. **Enhance Customer Retention:** Fostering loyalty among existing customers and encouraging repeat business can be an objective that improves long-term profitability.   **2.1.2 Identifying the Target Audience**  Once you've defined your business objectives, the next step is to identify and understand your target audience. Knowing your audience is fundamental to crafting a successful digital marketing strategy. MSMEs need to consider who their ideal customers are, what motivates them, and how they can meet their needs. Here's how to go about it:   1. **Market Segmentation:** Divide your audience into segments based on demographics (age, gender, location), psychographics (interests, values), behavior (purchasing habits, online activities), and other relevant factors. 2. **Buyer Personas:** Create detailed buyer personas that represent your ideal customers. These personas include information like age, occupation, pain points, goals, and preferred communication channels. 3. **Audience Research:** Use market research tools and data analytics to gain insights into your audience's behavior. Monitor social media conversations, conduct surveys, and analyze website traffic. 4. **Competitor Analysis:** Study your competitors and their customer base. Identify gaps in the market or opportunities to serve underserved customer segments. 5. **Value Proposition:** Understand what value your products or services offer to your audience. How do they address your audience's pain points or fulfill their desires?   By clearly defining your business objectives and gaining a deep understanding of your target audience, you lay a solid foundation for building a digital marketing strategy that resonates with your customers and drives your business toward success. In the next section, we will explore the importance of conducting market research and competitor analysis.  **Section 2.2: Developing a Comprehensive Digital Marketing Plan**  In Section 2.1, we discussed the critical steps of defining business objectives and identifying the target audience. Now, we move forward into the heart of crafting a digital marketing strategy: developing a comprehensive digital marketing plan. This section is where you'll bring all the elements together to create a structured and actionable plan for your micro or SME.  **2.2.1 The Components of a Digital Marketing Plan**  A well-structured digital marketing plan serves as your roadmap, outlining the specific strategies and tactics you'll use to achieve your business objectives. Below are the key components of a comprehensive digital marketing plan:   1. **Executive Summary:** This section provides an overview of the entire plan. It's a brief summary of your business objectives, target audience, and the key strategies you'll implement. 2. **Situation Analysis:** Start with an analysis of your current digital marketing efforts and the competitive landscape. Identify strengths, weaknesses, opportunities, and threats (SWOT analysis) that can affect your strategy. 3. **Business Objectives:** Reiterate the specific, measurable, achievable, relevant, and time-bound (SMART) objectives you've set in Section 2.1. Clearly state what you aim to achieve. 4. **Target Audience:** Describe your target audience in detail, including buyer personas and market segments. Understand their needs, preferences, and pain points. 5. **Competitor Analysis:** Provide insights into your competitors' digital marketing strategies. Identify what works for them and where there are opportunities for differentiation. 6. **Digital Marketing Strategies:** Outline the high-level strategies you'll employ to achieve your objectives. This may include content marketing, social media marketing, email marketing, SEO, paid advertising, and more. 7. **Tactics and Channels:** For each strategy, specify the tactics and digital channels you'll utilize. For example, if content marketing is a strategy, detail the types of content (blog posts, videos, infographics) and the platforms (website, social media) you'll use. 8. **Budget and Resources:** Determine the budget required for your digital marketing efforts. Include costs for advertising, software, personnel, and any other resources. Ensure your budget aligns with your objectives. 9. **Timeline:** Create a timeline that outlines when each tactic and campaign will be executed. It helps ensure that your efforts are well-paced and coordinated. 10. **Key Performance Indicators (KPIs):** Define the metrics you'll use to measure success. KPIs may include website traffic, conversion rates, click-through rates (CTR), return on investment (ROI), and more. 11. **Monitoring and Reporting:** Describe how you'll monitor and report on your digital marketing efforts. Identify the tools and processes you'll use to track progress and make data-driven adjustments.   **2.2.2 Tailoring Your Plan to MSMEs**  For micro and SMEs, it's essential to recognize that resources, including time and budget, may be more limited compared to larger enterprises. Therefore, your digital marketing plan should be practical and focused on high-impact strategies. Consider the following when tailoring your plan:   1. **Prioritization:** Focus on strategies and tactics that align most closely with your business objectives. Be selective and prioritize those with the highest potential ROI. 2. **Resource Allocation:** Allocate your resources efficiently. Consider outsourcing certain tasks if it's more cost-effective than hiring in-house. 3. **Flexibility:** MSMEs often have the advantage of being more agile. Be prepared to adjust your plan based on real-time results and changes in the market. 4. **Education:** Invest in training and upskilling for your team to ensure they have the necessary digital marketing skills to execute the plan effectively.   By developing a comprehensive digital marketing plan tailored to your micro or SME, you set the stage for efficient and effective execution. In the next section, we'll explore the practical aspects of creating a user-friendly and responsive website, a fundamental component of your digital marketing strategy.  **Unit 3: Optimizing Online Presence**  **Section 3.1.** Implementing Effective Search Engine Optimization (SEO) Techniques  In the digital landscape, having a strong online presence is crucial for micro and SMEs. To achieve this, optimizing your online content for search engines is paramount. This section will delve into the fundamentals of Search Engine Optimization (SEO) and how to implement effective techniques to improve your website's visibility on search engine results pages (SERPs).  **3.1.1 Understanding Search Engine Optimization (SEO)**  Before diving into specific SEO techniques, it's essential to understand the foundational principles of SEO:   * **Keywords:** Keywords are the words or phrases that users type into search engines to find information. Effective keyword research is the cornerstone of SEO. It involves identifying the keywords relevant to your business and target audience. * **On-Page SEO:** This involves optimizing individual web pages to rank higher and earn more relevant traffic in search engines. It includes optimizing content, meta tags, headings, and images. * **Off-Page SEO:** Off-Page SEO refers to actions taken outside of your website to impact your rankings within search engine results pages. This often involves building high-quality backlinks from reputable websites. * **Technical SEO:** This aspect focuses on the technical elements of your website, such as site speed, mobile-friendliness, and ensuring search engine crawlers can access and index your content. * **Content Quality:** High-quality, relevant content is at the core of SEO. Search engines aim to provide users with valuable information, so creating informative, engaging content is essential.   **3.1.2 Key SEO Techniques for MSMEs**  Now, let's explore some key SEO techniques that micro and SMEs can implement to enhance their online presence:   1. **Keyword Research:** Start by conducting thorough keyword research to identify the phrases your potential customers are using to search for products or services like yours. Utilize keyword research tools to discover relevant keywords with moderate to high search volume and low competition. 2. **On-Page Optimization:** Optimize your website's pages by incorporating target keywords naturally into titles, headings, and content. Ensure meta tags (meta titles and descriptions) are compelling and include keywords. 3. **High-Quality Content:** Create valuable and informative content that addresses the needs and questions of your target audience. Regularly update your content to keep it fresh and relevant. 4. **Mobile Optimization:** Given the increasing use of mobile devices for web browsing, ensure your website is mobile-friendly. Google rewards mobile-responsive websites with higher search rankings. 5. **Local SEO:** If you have a physical storefront or serve a specific geographic area, optimize for local SEO. This includes setting up and optimizing your Google My Business listing and encouraging customer reviews. 6. **Link Building:** Build high-quality backlinks from authoritative websites in your industry. Guest posting, outreach, and creating shareable content can help attract valuable backlinks. 7. **Technical SEO:** Regularly perform technical audits of your website to identify and fix issues like broken links, slow page loading times, and crawl errors. 8. **User Experience (UX):** A user-friendly website not only improves SEO but also enhances user satisfaction. Ensure your website is easy to navigate, loads quickly, and provides a seamless experience. 9. **Analytics and Monitoring:** Implement web analytics tools like Google Analytics to track your website's performance. Regularly monitor your rankings, traffic, and user behavior to make data-driven decisions. 10. **Social Signals:** Engage with your audience on social media platforms. While social signals themselves may not directly impact rankings, they can increase brand visibility and drive traffic to your site.   By implementing these SEO techniques, micro and SMEs can improve their online visibility, attract more organic traffic, and compete effectively in the digital landscape. In the next section, we'll explore how to utilize social media platforms for brand building and engagement, further enhancing your online presence.  **Section 3.2: Utilizing Social Media Platforms for Brand Building and Engagement**  In today's digital age, social media has become a powerful tool for businesses of all sizes, including micro and SMEs, to build their brand, engage with their audience, and expand their online presence. This section will explore strategies for effectively utilizing social media platforms to enhance your brand's visibility and engage with your target audience.  **3.2.1 The Significance of Social Media in Online Presence**  Understanding the significance of social media in your online presence is crucial. Social media platforms offer numerous advantages for businesses:   * **Increased Brand Visibility:** Social media platforms provide access to a vast and diverse user base. Leveraging these platforms can significantly increase your brand's visibility. * **Audience Engagement:** Social media allows you to engage directly with your audience through comments, likes, shares, and direct messaging. This engagement builds a sense of community and trust. * **Content Distribution:** Share your content, whether it's blog posts, videos, images, or promotions, with your social media audience. This extends the reach of your content beyond your website. * **Customer Insights:** Social media provides valuable data on user behavior and preferences. Analyzing this data can help you refine your marketing strategies. * **Cost-Effective Marketing:** Compared to traditional advertising, social media marketing is often more cost-effective, making it accessible to businesses of all sizes.   **3.2.2 Crafting a Social Media Strategy**  To effectively utilize social media for brand building and engagement, you must craft a well-defined social media strategy:   * **Identify Your Goals:** Determine your specific goals for using social media. Are you looking to increase brand awareness, drive website traffic, generate leads, or provide customer support? * **Know Your Audience:** Understand your target audience's demographics, interests, and behaviors. Tailor your content to resonate with your audience. * **Choose the Right Platforms:** Not all social media platforms are created equal. Select platforms that align with your business and audience. For example, if you offer visual products, Instagram and Pinterest may be suitable choices. * **Content Planning:** Develop a content calendar outlining what type of content you'll share and when. Mix up your content with a variety of posts, including educational, promotional, and interactive content. * **Consistency is Key:** Maintain a consistent posting schedule. Regular posting keeps your audience engaged and helps build a loyal following. * **Engagement and Interaction:** Actively engage with your audience by responding to comments, messages, and mentions promptly. Encourage discussions and create a sense of community. * **Measure and Adapt:** Use social media analytics tools to track your performance. Monitor key metrics like engagement rate, reach, and conversions. Adjust your strategy based on the data.   **3.2.3 Leveraging Different Social Media Platforms**  Each social media platform has its unique features and user base. Here's a brief overview of some popular social media platforms and how they can be leveraged for brand building and engagement:   * **Facebook:** Ideal for sharing diverse content, including articles, videos, and images. It offers robust ad targeting options. * **Instagram:** Highly visual platform suitable for showcasing products, services, and lifestyle aspects of your brand. Effective for brand storytelling. * **Twitter:** Best for real-time engagement, sharing news, and participating in trending conversations. * **LinkedIn:** A professional network where you can establish thought leadership and connect with industry peers. * **Pinterest:** Perfect for businesses with visually appealing products. Users often discover and save products they like. * **YouTube:** Ideal for video content. Create educational videos, product demonstrations, or behind-the-scenes glimpses.   By strategically utilizing social media platforms, micro and SMEs can enhance their brand's online presence, foster meaningful connections with their audience, and drive business growth. In the next section, we'll explore techniques for creating a user-friendly and responsive website, further strengthening your online presence | | | |
| **5 glossary entries** | **Digital Marketing.** Digital marketing refers to the use of online channels and strategies to promote products, services, or brands to a target audience. It encompasses various techniques such as social media marketing, search engine optimization (SEO), email marketing, and content marketing.  **Online Presence.** Online presence refers to an entity's visibility and representation on the internet. For businesses, it includes their websites, social media profiles, and other digital platforms where customers can interact with and learn about the brand.  **Digital Marketing Channels**. Digital marketing channels are the specific platforms or mediums used to reach and engage with the target audience. Examples include social media, search engines, email, content websites, and mobile apps.  **Market Research**. Market research involves the systematic collection and analysis of data related to a specific market, industry, or target audience. It helps businesses understand market trends, customer preferences, and competitive landscapes.  **Competitor Analysis**. Competitor analysis is the process of evaluating and studying the strategies, strengths, weaknesses, and performance of competitors within the same industry. It aids in identifying opportunities and threats in the marketplace.  **Search Engine Optimization (SEO).** Search engine optimization is the practice of optimizing a website or online content to improve its visibility and ranking on search engine results pages (e.g., Google). Effective SEO involves keyword research, on-page optimization, and link-building strategies. | | | |
| **5 multiple-choice self-assessment questions** | **Question 1. What does "SEO" stand for in the context of digital marketing?**  Option a: Social Engagement Optimization  Option b: Search Engine Optimization  Option c: Search Engine Outreach  Option d: Site Engagement Operations  **Correct option: b**  **Question 2. Why is having a strong online presence important for MSMEs (Micro, Small, and Medium Enterprises)?**  Option a: It helps reduce operational costs.  Option b: It can replace the need for physical storefronts.  Option c: It enhances brand visibility and credibility.  Option d: It simplifies inventory management.  **Correct option: c**  **Question 3. Which of the following is an example of a digital marketing channel?**  Option a: Telephone calls  Option b: Print advertisements  Option c: Social media  Option d: Billboards  **Correct option: c**  **Question 4. What is the primary purpose of conducting competitor analysis in digital marketing?**  Option a: To copy all strategies used by competitors  Option b: To identify opportunities and threats in the market  Option c: To increase advertising budgets  Option d: To create similar products as competitors  **Correct option: b  Question 5. Which of the following is a key aspect of an effective digital marketing plan?**  Option a: Using a single marketing channel exclusively  Option b: Ignoring customer feedback and reviews  Option c: Adhering to rigid strategies without flexibility  Option d: Defining clear business objectives and target audience  **Correct option: d** | | | |
| **Bibliography and further references** | [5-Step Digital Marketing Strategy Guide How to Develop and Implement an Effective Digital Marketing Strategy in 5 Steps, Equinet Academy](https://www.equinetacademy.com/wp-content/uploads/5-Step-Digital-Marketing-Strategy-Guide.pdf)  [Understanding Digital Marketing, Marketing strategies for engaging the digital generation, Damian Ryan](http://elibrary.gci.edu.np:8080/bitstream/123456789/3401/1/Bt.bm.534%20Understanding%20Digital%20Marketing%20Marketing%20Strategies%20for%20Engaging%20the%20Digital%20Generation%20by%20Damian%20Ryan.pdf)  [The Ultimate Guide to Marketing Strategies & How to Improve Your Digital Presence, Elisa Hudson](https://blog.hubspot.com/marketing/digital-strategy-guide)  [Qu'est-ce que le marketing digital ? Marie Hillion](https://blog.hubspot.fr/marketing/definition-marketing-digital)  [How to Create the Perfect Digital Marketing Strategy for Your Business, Cheryl Baldwin](https://www.wsiworld.com/blog/how-to-create-the-perfect-digital-marketing-strategy) | | | |
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