



Content Management training

Module BM01: Digital marketing

Individual exercise

Pick up a company and specific product of your choice and carefully analysing external and internal forces please provide solutions for the tactics below:

1. Online reputation management
2. Search engine optimisation
3. Search engine advertising
4. Display/Banner advertising
5. E-mail marketing
6. Affiliate marketing
7. Viral campaigns

Try to be as specific as possible, make sure that specific tactics are coherent and suit the whole digital marketing strategy.

Also, try to value your campaign and assess its ROI. To do this, use as many numbers as possible. Again, be as specific as possible.