

{MODULE 6 - DIGITAL MARKETING}

6.1 Emails, Mobile and YouTube Marketing! →

⇒ Mobile emails are one of the ways to get more subscribers and potential sales leads.

Four types of Email marketing! →

- Email Newsletters - one of the most common and popular email marketing campaigns are email newsletters.

- Acquisition Emails.

- Retention Emails

- Promotional Emails

- Some of the most important types of mobile marketing strategies include SMS marketing social media marketing location based marketing proximity marketing and in app marketing YouTube marketing is a strategy that involves a powerful mix of tactics for promoting products services or brand

6.2 Promoting Products, Service and Event online

⇒ The best way to promote a new product or services

① Offer loyal customers an exclusive preview.

- ① Use a special Introductory offer.
- ② Make use of Google My Business
- ③ Run a social media contest
- ④ spread the word via email.
- ⑤ Write a blog post
- ⑥ Host an event
- ⑦ offer a complimentary upgrade