

AMEM12 IDENTIFYING, ATTRACTING & GROWING YOUR DIGITAL AUDIENCE

UNIT-1 INTRODUCTION TO DIGITAL MARKETING

- 1.1 In this module we will begin with an exploration of some common digital marketing terms and concepts you should be familiar with,
- 1.2 And then we will take a look at the basic structures and models of doing business online.
- 1.3 Finally, we will discuss how a brand's identity and digital presence work together to help you connect with your audience.

UNIT-2 IDENTIFYING & DEFINING YOUR AUDIENCE

- 2.1 In this module we will review strategies for identifying and defining your audience online,
- 2.2 And we will explore how to develop an audience persona to represent a segment of your target audience.
- 2.3 We will also explore how a well-crafted value proposition can be used to connect with you audience and communicate what makes you distinct from other brands.

UNIT-3 ATTRACTING & BUILDING YOUR AUDIENCE

- 3.1 In this module we will review the main stages of the customer's journey and then focus on acquisition strategies for building your audience.
- 3.2 We will cover a variety of different acquisition techniques to attract and build your audience, and discuss how a smooth e-commerce experience can ensure that your visitors stay engaged with your website.
- 3.3 We will also explore the role of social media in building your audience, and how to use your marketing goals and objectives to select the right platforms.

UNIT-4 MAINTAINING & ENGAGING YOUR AUDIENCE

- 4.1 In the last module of this course, we will review additional strategies to keep your audience engaged.
- 4.2 You'll have the opportunity to craft a social media strategy designed to build your audience and we will take a close look at how to use social media, mobile marketing, and new technologies to build a relationship with your customers.

Reference Book:

1. Stephane Muller, University of California, Irvine.