

Week 1 recap

- Definition for marketing and implications for digital marketing
- How have changes in the medium transformed the message
 - The attention economy
 - New model for online communications/marketing (organic vs. linear vs. network coproduction)
 - The rise of content as a value-creating offering
- Differences between digital and traditional marketing?
 - Representing the company vs. the customer
 - Finding customers vs. being found
 - Point in time blasts vs. continuous

Week 2 recap

- For Facebook: Definition for reach+impression+engaged
 - And if I provide an excel output of Facebook stats, can provide 3 strategic recommendations and explain your process
- Definition of SEO
- 3 types of searches for consumer: informational, navigational, and transactional
- Why keywords matter in competitive analysis
- 5 places to look for your competitors' keywords
- Know how to identify keywords from a blog post
- Why is doing a whois search important when you want to position yourself on certain keywords
- What is the use of RACE for competitive analysis?
- Understand what 'understand the visual theming' of Instagram accounts mean, and why it is important

Week 3 recap

- Persona, exact definition
 - What are personas good for?
 - Creating ads, developing products, creating content
 - A few sources of data to develop a persona
 - What are goals, (external and internal) motivators, and challenges, and why are they important
 - If provided an example of a persona, be able to create 3 pieces of content that addresses their needs/motivations/goals/challenges
- CLV
 - Definition
 - Know how to calculate and price an acquisition strategy as we've done in class
 - Why it matters
- New and old journeys
 - Know how to explain the funnel
 - What are the main two differences and why are they important for digital marketers
- Four ZMOTs
 - What is a moment of truth? Why is it the 'zero' moment? At which stage of the journey do these moments mostly emerge?
 - What are the four moments?
- Journey mapping
 - What are some essential (3) elements in a journey map?
 - Definition of conversion path

Week 4 recap part 1

- Cultural branding
 - 5 steps, and how to apply
 - Difference with traditional branding
- Mekanism's approach to viral marketing: 3 elements
- What are influencers, and 4 types of influencers
- Berger's STEPPS: What are they (STEPPS summary slide only)

Week 4 recap part 2

- PMF, MVP: What are they, 2 rules of thumb
- Inbound vs. outbound
 - Characteristics, and understanding how they differ
- POE media: what are they, and understand how/why you should use them together
- Strategy vs. tactics
- Objectives, goals, KPIs

Week 5 recap

- Goal of reach (build awareness and drive traffic)
- Terms:
 - Ad network
 - Programmatic buying
 - Understand all types of banners and know 3 (i.e., if I ask you to name and explain 3 types of banner, you can do this)
 - Understand all payment models and know 3 (i.e., if I ask you to name and explain 3 types of payment models, you can do this)
- Search
 - 3 elements of search advertising
 - Ad, keywords, landing page
 - How bidding works (see video from Google)
 - Types of keyword matching (exact, broad, phrase)
- Social media
 - Facebook objectives
 - Understand all types of targeting (slides 60 to 62) and know 3 (i.e., if I ask you to name and explain 3 types of payment models, you can do this)
- Affiliate
 - What is it, 3 actors (advertiser, publisher/affiliate, consumer)
 - Types of affiliate websites
- Influencer
 - Main difference with affiliate: stage (reach for influencer vs. convert for affiliates)