

SOCIAL MEDIA MARKETING	social listening	communities	SM activities	SM advertising	influencer marketing	customer service
	audience monitoring, brand mentions, crisis management, trends, topics & competition	build, grow, and manage online communities & groups, monitor member activities	build brand awareness & reputation, manage company pages, increase followers, move traffic to website	organic advertising, manage campaigns, paid advertising	influencer detection, selection, relationship management, performance monitoring	customer support, FAQs, customer requests, messaging tools management
BRANDING & PRESENCE	SEO & SEA	web presence	branding & PR	content marketing	advertising	marketing collaterals
	text SEO, mobile SEO, voice SEO, visual SEO, SEO analytics, SEA / paid search	Website and its performance, platforms, landing pages, review portals	brand management: corporate, product, employer; corporate identity, PR activities & brand voice	content production, distribution & moderation, blog, text analytics, podcasts	offline and online marketing advertising activities, media mix, give aways	company presentations, marketing & sales materials
MARKETING COMMUNICATON	marketing campaigns	ABM	channel communication	Email & newsletter	conversational mkt	customer education
	creation and execution of cross-channel marketing campaigns & promotions	account based marketing and personalization	management of omni-multi- & cross-channel communication	Email campaigns, NL, spam filtering & delivery optimization, auto-responders, notifications, workflows, opt-in &-out	Real-time communication with customers, Chatbots, Chats, virtual assistants, instant messaging	online trainings webinars video-tutorials how-to-use
LEAD MARKETING	target groups	targeting strategies	lead generation	lead management	event marketing	video marketing
	define and monitor targeting groups, dynamic buying personas, customer segments	GEO-targeting, content targeting, remarketing, affiliate marketing	strategies and activities to generate leads, form-collection, search-bots, web analytics	Lead qualification Lead nurturing Lead engagement Real-time-interaction Lead routing	organization of exhibitions, congresses, digital events, company events, webinars, road shows	video production, management & distribution, vlogs, live- streaming
PERFORMANCE MANAGEMENT	KPI's	marketing automation	analytics	ratings & reviews	customer experience	customer loyalty
	ROI, customer engagement, brand awareness, marketing costs per customer, conversion rate, etc.	automation of marketing activities	web analytics, video analytics, location analytics, customer behavior, interaction, A/B tests, heat maps, traffic etc.	manage ratings & reviews cross-channel, customer stories, use cases, references, testimonials	digital experience, user experience customer journey user behavior tracking	NPS, loyalty programs, cross-selling, retaining programs, specials for repeaters, extension promotions, etc.