

<b>SOCIAL MEDIA MARKETING</b>	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
<b>BRANDING &amp; PRESENCE</b>	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, comparison 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
<b>MARKETING COMMUNICATON</b>	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
<b>LEAD MARKETING</b>	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
<b>PERFORMANCE MANAGEMENT</b>	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.