**Training Fiche Template**

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| **Title** | | International digital marketing: strategies and tools | | | |
| **Keywords (meta tag)** | | Digital marketing, marketing campaign plan and management, marketing strategies and tools | | | |
| **Language** | | English | | | |
| **Objectives/ Goals/ Learning outcomes** | | * Learn about diferent types of digital marketing * Plan and manage a digital marketing campaign * Learn about the main marketing tools | | | |
| **Training area: (Select one)** | | | | | |
| Strategies for Internationalisation | | | |  | |
| E-commerce, international and digital marketing | | | | **X** | |
| Social selling | | | |  | |
| Sociologic and cultural aspects of Extra EU Export | | | |  | |
| **Description** | | Digital marketing (also known as online marketing) refers to the use of any number of digital channels to advertise and promote products and services. It can also be very useful to approach consumers and understand their behavior.  RACE is a practical framework to help marketers and business owners to plan and manage their digital marketing strategy and improve results from it. This framework consists of an initial planning moment, followed by 4 strategic phases covering the entire customer life cycle. | | | |
| **Contents arranged in 3 levels** | | **International digital marketing: strategies and tools**  **1 Introduction. What is international digital marketing?**  1.1 International digital marketing  1.2 Types of digital marketing  1.3 Multichannel and omnichannel models  **2 Successful strategies for your international digital marketing campaign.**  2.1 RACE Framework  2.2 RACE: Reach  2.3 RACE: Act  2.4 RACE: Convert  2.5 RACE: Engage  **3 Main tools.**  3.1 Social media marketing tools  3.2 SEO (search engine optimization) tools  3.3 Conversion optimization tools  3.4 Other useful tools  **4 Recommendations and Tips. Do's and Don’ts**  4.1 General tips  4.2 Do’s and Don’ts | | | |
| **Glossary** | | **Digital marketing:** refers to the use of digital channels to market products and services in order to reach consumers.  **Digital communication: means any** information exchanged by electronic means between a finite number of parties.  **Content marketing:** is a marketing strategy used to attract, engage, and retain an audience by creating and sharing relevant articles, videos, podcasts, and other media  **Affiliate marketing:** Process by which an affiliate earns a commission for marketing another person's or company's products  **Multichannel model:** the use of all channels (physical store, mobile, online marketing) to contact customers without a connection between the channels | | | |
| **Self-evaluation (multiple choice queries and answers)** | | 1. Digital marketing can be useful to:  a) Advertise and promote products and services  b) Understand consumers behavior  **c) Both**  2. What the C in the acronym RACE stands for?  a) Change  **b) Convert**  c) Customize  3. What is the best way to combine traditional and digital marketing techniques?  a) With the Multichannel model  **b) With the Omnichannel model**  c) None of the above  4. The last step in the RACE framework is to work on:  a) A/B testing  b) Rate optimization  **c) Customer loyalty**  5. What you should not do to be successful with digital marketing:  **a) Try and reach the mass audience**  b) Invest in a business blog  c) Invest in email marketing | | | |
| **Toolkit (guidelines, best practices, checklist, lessons learned…)** | | **Name** | |  | |
| **Description** | |  | |
| **Link of interest** | |  | |
| **Resources (videos, reference link)** | |  | | | |
| **Related material** | |  | | | |
| **Related PPT** | | E4F\_International\_digital\_marketing.PPTX | | | |
| **Bibliography** | | <https://www.investopedia.com/terms/d/digital-marketing.asp>  <https://www.marketo.com/digital-marketing/#What>  <https://www.smartinsights.com/digital-marketing-strategy/>  <https://iide.co/blog/dos-and-donts-of-digital-marketing/>  <https://eternitymarketing.com/blog/dos-and-donts-of-digital-marketing> | | | |
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