Lect.univ.dr. Grădinaru Cătălin

Skills4Retail
Building sustainable growth



Introducere în...

Digital Marketing

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INTRODUCERE ÎN DIGITAL MARKETING

Lect. univ. dr. Grădinaru Cătălin

UNIVERSITATEA DIN BUCUREȘTI

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La sfârșitul modulelor veți putea să...

01. **Înțelegeți** — importanța utilizării social media în promovarea afacerii.

02. **Observați** — ce platforme pot fi folosite pentru social media și care sunt avantajele acestora.

03. **Înțelegeți** — diferite tipuri de / platforme pentru marketing de conținut și utilitatea lor pentru afacere.

04. **Stabiliți** — O strategie și o campanie de bază de e-mail marketing

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Conținut

Modulul 4

Elemente fundamentale în social media

- *Introducere în Social Media Marketing*
- *Platforme pentru social media*
- *Benchmarking în social media*
- *Social Media și departamentele unei companii*

Modulul 5

Elemente fundamentale în marketingul de conținut

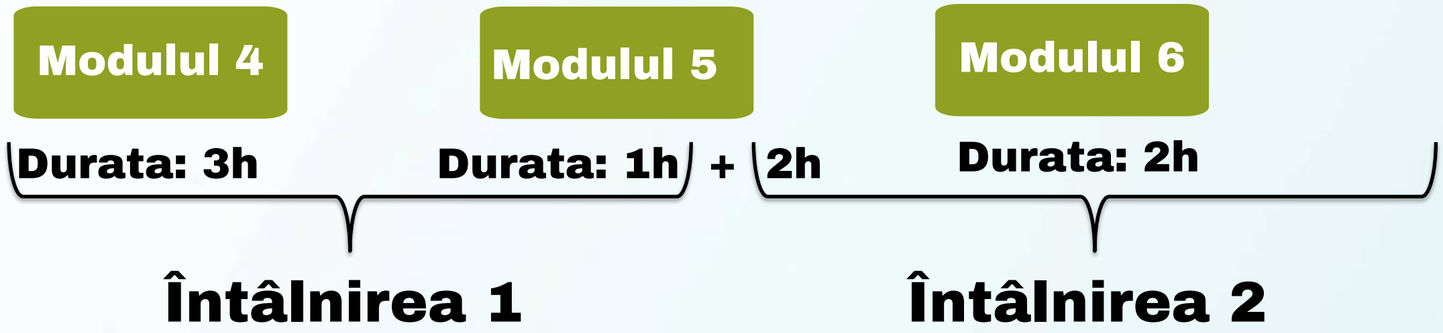
- *Definirea marketingului de conținut (digital)*
- *Caracteristicile marketingului de conținut*
- *Platforme și modalități de a genera conținut*
- *Campanii pentru marketingul de conținut*

Modulul 6

Elemente fundamentale în

- *Elemente esențiale în e-mail marketing*
- *Definirea conceptului*
- *Strategia de e-mail marketing*
- *Crearea unei campanii de e-mail marketing*

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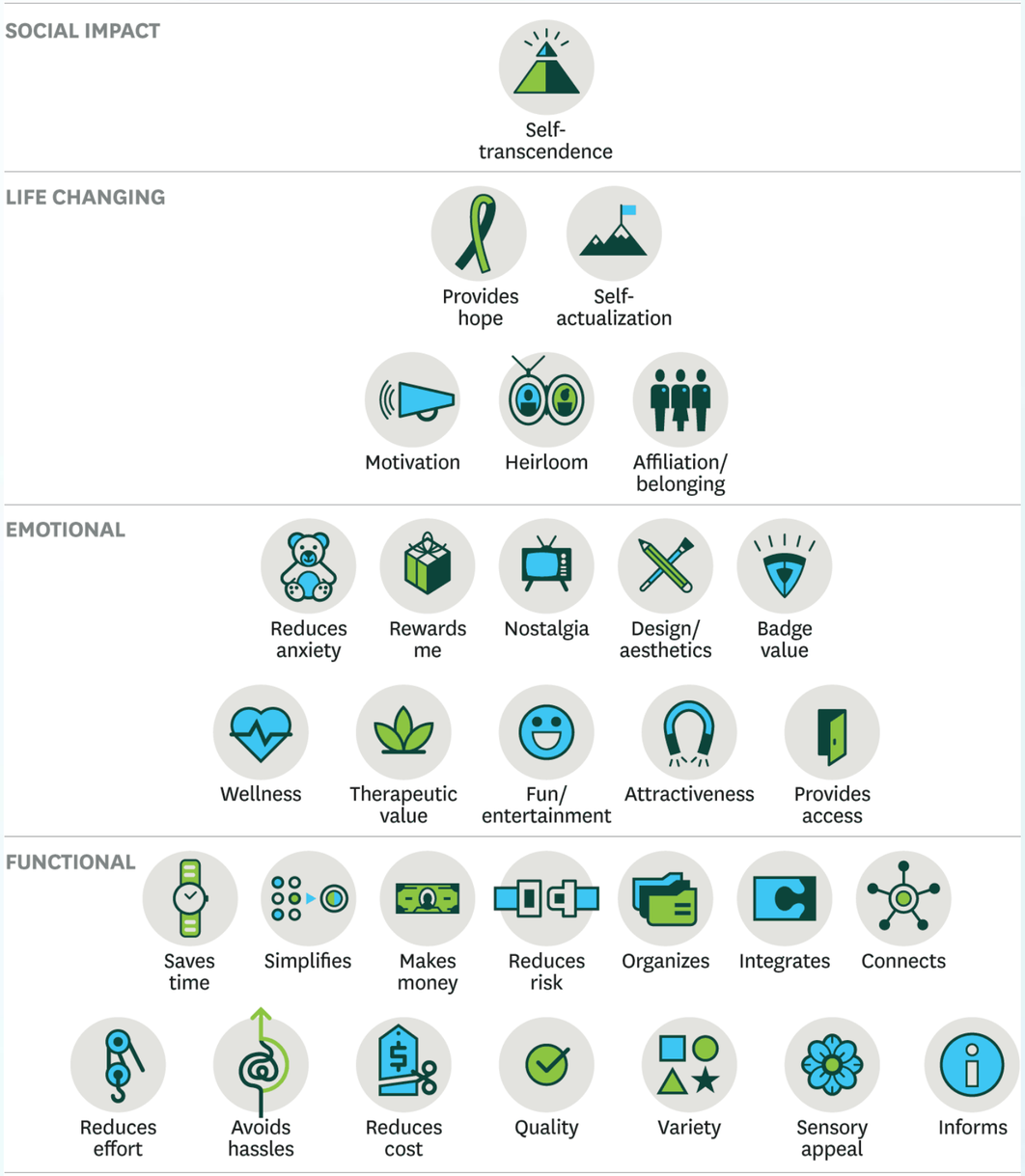
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SMM

= Un proces specific al unei companii în vederea ***creării*** și ***promovării*** activităților legate de marketing în ***mediul online***, folosind ***platforme social media*** pentru a "furniza" **VALOARE**.

= un proces prin care o companie ***creează***, ***comunică*** și ***livrează oferte*** în ***mediul online*** prin intermediul ***platformelor social media*** în vederea construirii și a menținerii ***relațiilor cu părțile interesate***; se vizează sporirea **VALORII** pentru aceste părți interesate prin facilitatea interacțiunilor, a partajării de informații, a recomandărilor (personalizate) și a promovării, în cele din urmă, a unui marketing direct ("word of mouth") între aceștia despre produse și/sau servicii (sau SaaS) existente sau aflate în "trend".

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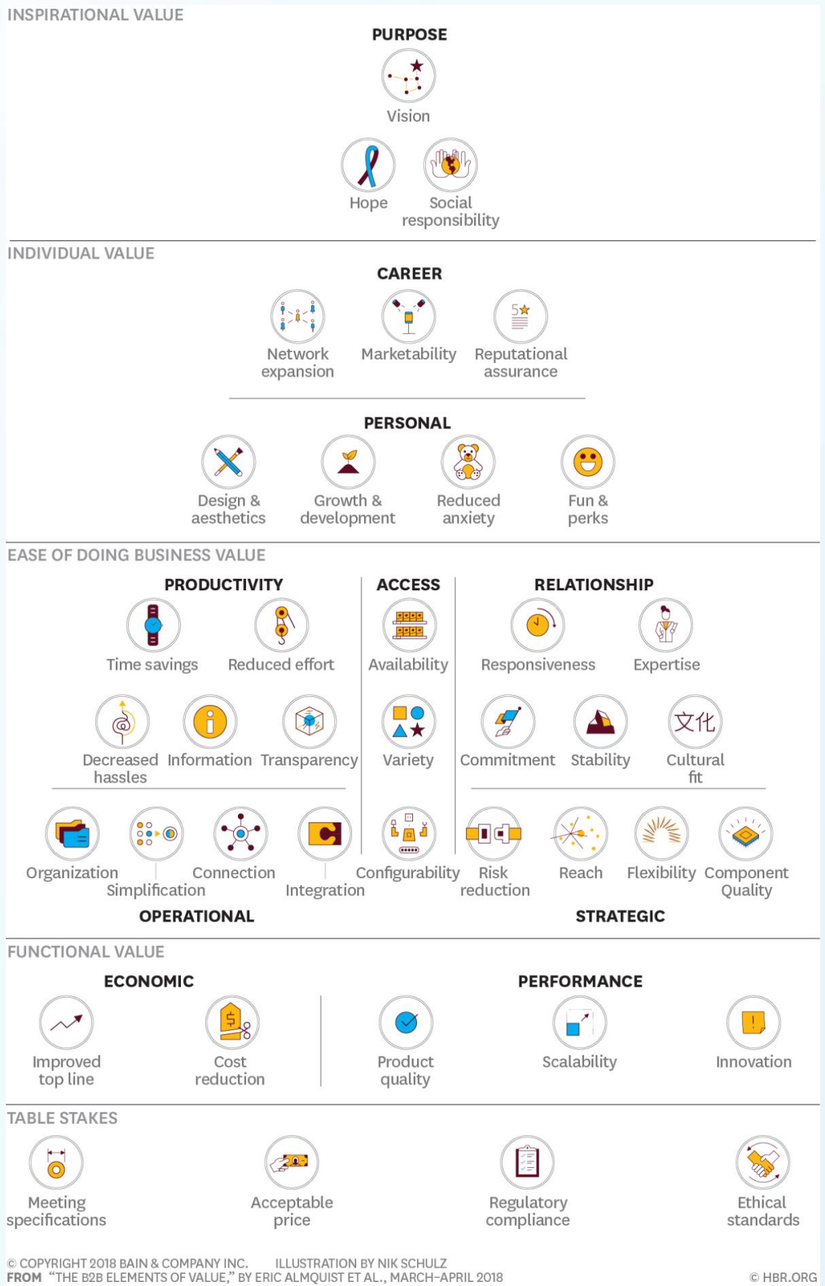


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Modulul 4

Elemente fundamentale în social media

- *Introducere în Social Media Marketing*



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Rank	Platform	Monthly active users (MAU)	Launch date	Headquarters
1	Facebook	3 billion	2004	Menlo Park, CA
2	YouTube	2.5 billion	2005	San Bruno, CA
3	Instagram	2 billion	2010	Menlo Park, CA
4	TikTok	1.5 billion	2016	Culver City, CA
5	Snapchat	800 million	2011	Los Angeles, CA
6	X (Twitter)	611 million	2003	Mountain View, CA
7	Pinterest	498 million	2005	San Francisco, CA
8	Reddit	500 million*	2010	San Francisco, CA
9	LinkedIn	<350 million	2006	San Francisco, CA
10	Threads	175 million*	2023	Menlo Park, CA

*Number of monthly active users worldwide, updated April 2024. (Source for Threads: Statista, 2024).
**Unique Monthly Visitors for Reddit.
Source: adapted from (Walsh, 2024)

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FACEBOOK

Motive pentru a utiliza platforma:

- 3 miliarde de utilizatori (profile individuale, grupuri și pagini ale afacerilor)
- KPI ușor de înțeles: posts, likes, shares, comments, etc.
- Algoritmul premiază angrenarea (engagement) prin indicatorii anterior menționați – similar cu YouTube, Pinterest, etc.
- Excelent pentru promovare plătită sau organică
- Ușor de folosit, permite stabilirea relațiilor cu clienții, descoperirea lead-urilor, etc.

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FACEBOOK – template (pentru realizarea unui plan de marketing)

FACEBOOK MARKETING PLAN WORKSHEET

Sursa: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step Facebook marketing plan

FACEBOOK PAGE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Facebook page. What angle can you give it that will be in sync with friends, family, and fun on Facebook? If Facebook is a party, what type of party are you going to throw on Facebook?

_____

_____

_____

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TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Facebook? Indicate if so, and explain what are they "doing" on Facebook -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on Facebook. ❑ No, they are not.

FACEBOOK MARKETING VALUE. Summarize the marketing value, if any, you see in Facebook for your company:

_____

_____

_____

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We see marketing value in Facebook: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from Facebook to our company are:

❑ Interacting with existing customers

❑ Finding new customers

❑ Being discovered via Facebook

❑ Staying in contact with customers

❑ Social sharing, customers will likely share our content

❑ eWOM (Electronic Word-Of-Mouth)

❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on F

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POST INTERACTIVITY. Why will potential customers "like" your Facebook Page? What will they "get" out of it? And for individual posts, why will they like, comment, and even share your posts?

They will like our Page because: _____

_____

They will like our Posts because_____

_____

Post Concept #1 _____

They will like this type of post, because: _____

Post Concept #2_____

They will like this type of post, because: _____

Post Concept #3_____

They will like this type of post, because: _____

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FACEBOOK RESPONSIBILITY. Who will be responsible for Facebook marketing at your company?

❑ Facebook set up issues:_____

❑ Text issues / content:_____

❑ Graphical / photo issues_____

❑ Facebook content issues: _____

❑ Finding other people's content to share:_____

❑ Creating our own content to share: _____

❑ Text content:_____

❑ Image / photo content:_____

We plan to post to Facebook:

_____ times per day / week / month

OTHER THOUGHTS AND IDEAS ABOUT FACEBOOK. Having researched a) whether your potential customers are on Facebook, and b) what competitors are doing on Facebook (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Facebook?

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OTHER THOUGHTS AND IDEAS ABOUT FACEBOOK. Having researched a) whether your potential customers are on Facebook, and b) what competitors are doing on Facebook (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Facebook?

We see potential in Facebook for our business marketing plans because:

After we've set up our Page, we believe we can do the following types of posts and they will help us grow our Facebook community because:

We will measure our success on Facebook by the following metrics:

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LINKEDIN

Motive pentru a utiliza platforma:

- Conținut sponsorizat: public țintă – profesioniști (LinkedIn feed)
- Mesaje sponsorizate: conversații profesionale în mod profesionist
- Reclame dinamice (dynamic ads): personalizate
- Reclame text (text ads): format ușor de utilizat deja existent

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LINKEDIN – template (pentru realizarea unui plan de marketing)

LINKEDIN MARKETING PLAN WORKSHEET

Sursa: JM Internet Group - https://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step LinkedIn marketing plan

LINKEDIN PROFILE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn profile(s). What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to become a "useful expert" on LinkedIn in and on what domain? What employees will need to participate?

_____

_____

_____

LINKEDIN PAGE CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your LinkedIn business page. What angle can you give it that will be in synch with the role of usefulness LinkedIn? How are you going to position your Page as a "useful expert" on LinkedIn in and on what domain?

_____

_____

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TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on LinkedIn? Indicate if so, and explain what are they "doing" on LinkedIn -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on LinkedIn. ❑ No, they are not.

LINKEDIN MARKETING VALUE. Summarize the marketing value, if any, you see in LinkedIn for your company, at either the profile and/or business Page level

_____

_____

_____

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We see marketing value in LinkedIn: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from LinkedIn to our company are:

❑ Interacting with existing customers ❑ Finding new customers

❑ Being discovered via LinkedIn ❑ Staying in contact with customers

❑ Social sharing, customers will likely share our content

❑ eWOM ❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on LinkedIn to look substantial

We see value in:

❑ individual profiles, why: _____

❑ company page, why: _____

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POST INTERACTIVITY. Why will potential customers "connect" with you at a profile level and/or "follow" your company at a Page level? What will they "get" out of it? And for individual updates, posts to Pulse, or posts by the Page, why will they like, comment, and even share your posts?

They will follow our Page / connect with our profile because: _____

_____

They will like our updates / posts because_____

_____

Post Concept #1_____

They will like this type of post, because: _____

Post Concept #2_____

They will like this type of post, because: _____

Post Concept #3_____

They will like this type of post, because: _____

How is the posting strategy different for individual profiles vs. the company page?

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LINKEDIN RESPONSIBILITY. Who will be responsible for LinkedIn marketing at your company? At the profile level? At the businesss Page level?

- ❑ LinkedIn set up issues: _____
  - ❑ Text issues / content:_____
  - ❑ Graphical / photo issues_____

- ❑ LinkedIn content issues: _____
  - ❑ Finding other people's content to share:_____
  - ❑ Creating our own content to share: _____
    - ❑ Text content:_____
    - ❑ Image / photo content: _____

We plan to post to LinkedIn:

_____ times per day / week / month

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LINKEDIN SCHMOOZING AND RESEARCH. LinkedIn is a great research tool (find customer prospects) as well as schmoozing tool (reach out to customers with an ‘excuse’ to contact them, give them something enticing to start a conversation).

We will research the following types of customers on LinkedIn:

We will reach out to them in the following ways:

They will want to interact with our employees (profiiles) and/or company (Pages) because:

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OTHER THOUGHTS AND IDEAS ABOUT LINKEDIN. Having researched a) whether your potential customers are on LinkedIn, and b) what competitors are doing on LinkedIn (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about LinkedIn?

We see potential in LinkedIn for our business marketing plans because:

After we've set up our profiles and/or Page, we believe we can do the following types of posts and they will help us grow our LinkedIn community because:

We see the relationship between our LinkedIn profiles (employee level) and the LinkedIn Page (company level), as:

How will the profile(s) help the Page and the Page help the profiles? Will advertising be used?

We will measure our success on LinkedIn by the following metrics:

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INSTAGRAM

Motive pentru a utiliza platforma:

- Stories (efemere), Reels (video-verticale), shoppable posts
- Public țintă principal: personae sub 35 de ani (aprox. 68%)
- Posibilitate de a primi, oferi și analiza comentarii în cadrul fotografiilor – relații de lungă durată + interacțiune

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INSTAGRAM

Cum să creezi o strategie pentru Instagram:

- Creezi/alegi o promisiune de marketing (simplă) dar o livrezi printr-un mesaj sofisticat – foto + video + emoții
- Narativă vizuală unică – conținut personalizat
- Clădește o poveste (visual storytelling): autenticitate + senzorial + arhetip + relevanță
- Alege o tematică (creează roadmap-ul pentru a spune povestea – pentru conținut, frecvența postării, etc.)
- Ocazii: povestea (narativă) vizuală poate apărea în momente cheie (se pot folosi peisaje, oameni sau alte elemente de Ţtangibilizare”)

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INSTAGRAM – template (pentru realizarea unui plan de marketing)

INSTAGRAM MARKETING PLAN WORKSHEET

Sursa: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step Instagram marketing plan

INSTAGRAM ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your Instagram business page. What angle can you give it that will be in synch with the photo-centric focus of Instagram? If Instagram is a party, what type of party are you going to throw on Instagram?

_____

_____

_____

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FUN VS. NOT FUN & STRATEGY. A fun company in a fun industry (e.g., Airbnb) has an easier time of it on Instagram, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what's your basic strategy?

We are a ❑ fun ❑ not fun company / product / service in a ❑ fun ❑ not fund industry. Accordingly, we will post the following types of photos / videos based on themes that are ❑ directly relating to our product or service or ❑ only indirectly relating to our product or service:

_____

_____

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on Instagram? Indicate if so, and explain what are they "doing" on Instagram -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on Instagram. ❑ No, they are not.

❑ Kinda sorta (e.g., ONLY in rather non-related ways; after all, everyone is sort of on Instagram)

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INSTAGRAM MARKETING VALUE. Summarize the marketing value, if any, you see in Instagram for your company:

_____

_____

_____

We see marketing value in Instagram: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from Instagram to our company are:

❑ Interacting with existing customers ❑ Finding new customers

❑ Being discovered via Instagram ❑ Staying in contact with customers

❑ Social sharing, customers will likely share (rePost) our content

❑ eWOM (electronic Word of Mouth) ❑ Customer Continuum, nurturing customer evangelists

❑ Trust indicators: we need to be on Instagram to look substantial

❑ Using Instagram #hashtags to comment on, and catch the wave of timely topics

❑ Using Instagram #hashtags to nurture our own customer community

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POST INTERACTIVITY. Why will potential customers "follow" you on Instagram? What will they "get" out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on Instagram because: _____

They will view / like / comment / share our Posts because_____

Post Concept #1_____

They will like this type of Post, because: _____

Post Concept #2_____

They will like this type of Post, because: _____

Post Concept #3_____

They will like this type of Post, because: _____

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VIDEO CONTENT. Videos can drive high interaction on Instagram; and you need videos to really deploy your Instagram story. What type of content do you see that you can post in video format, and what sort of "stories" can you post to your Instagram story?

Video Concept #1_____

They will like this type of video, because: _____

Video Concept #2_____

They will like this type of video, because: _____

Video Concept #3_____

They will like this type of video, because: _____

Instagram Story Concept #1_____

They will like this type of story, because: _____

Instagram Story Concept #2_____

They will like this type of story, because: _____

Instagram Story Concept #3_____

They will like this type of story, because: _____

You will use Boomerang for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

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INSTAGRAM RESPONSIBILITY. Who will be responsible for Instagram marketing at your company?

❑ Instagram set up issues: _____

❑ Photo issues_____

❑ Video issues_____

We plan to Post via Instagram:

_____ times per day / week / month

USER GENERATED CONTENT. Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on Instagram, and even possibly upload brand-friendly content?

Users will interact with our Instagram content, liking, commenting, and sharing it, because: _____

Users will upload their own photos or videos that are friendly to our brand because: _____

❑ We will use a brand-friendly hashtag(s): _____

❑ We will set up an Instagram content, based on the following concept: _____

_____

_____

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OTHER THOUGHTS AND IDEAS ABOUT INSTAGRAM. Having researched a) whether your potential customers are on Instagram, and b) what competitors are doing on Instagram (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about Instagram?

We see potential in Instagram for our business marketing plans because:

After we've set up our Instagram account, we believe we can do the following types of Posts and they will help us grow our Instagram community because:

Post Type:

Post Type:

.....

We will measure our success on Instagram by the following metrics:

- ❑ Likes to our Business Account.
- ❑ Shares of our posts
- ❑ Comments on our posts
- ❑ Traffic FROM Instagram TO our website or eCommerce store
- ❑ Other metrics:

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YOUTUBE

Motive:

- Mulți utilizatori activi
- Videoclipuri de lungă durată + scurtă durată (YouTube shorts) similare cu cele de pe TikTok
- Utilzatorii sunt de 2x mai predispuși să cumpere ceva pentru că l-au văzut pe această platformă și de 4x mai predispuși să o folosească pentru a afla informații despre un brand, produs, serviciu față de alte platforme
- Bună pentru conținut (creștere organică dar și plătită)

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YOUTUBE

Abordare strategică pentru publicitate plătită:

- **Reclame pentru conștientizare (brand awareness)**
- ----- Bumper ads: nu pot fi "sărite" – durează 6 secunde;
- ----- Non-skippable in-stream ads: această reclamă poate fi difuzată înainte, în timpul sau la sfârșitul unui videoclip;
- ----- Masthead ads: afișate deasupra "home feed-ului".
- **Reclame pentru sporirea interesului și pentru a lua în considerare**
- ----- Skippable in-stream ads: pot fi "sărite" după 5 secunde. această reclamă poate fi difuzată înainte, în timpul sau la sfârșitul unui videoclip;
- ----- YouTube BrandConnect: conectează creatorii de conținut din Marea Britanie, Canada și SUA cu alte mărci.
- **Reclame care îndeamnă oamenii să cumpere, să se înregistreze (subscribe) sau să facă o acțiune (importanța CTA).**
- ----- In-feed video ads: the audience is reached through images displayed whilst they browse YouTube Home and can be shown on Gmail as well;
- ----- Video action campaigns: they are skippable ads that can also run before, during or at the end of a video.

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YOUTUBE – template (pentru realizarea unui plan de marketing)

YOUTUBE MARKETING PLAN WORKSHEET

Sursa: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step YouTube marketing plan

YOUTUBE ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your YouTube account. What is the concept behind your channel, and why will people want to watch, interact with, and even share your videos?

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on YouTube? Indicate if so, and explain what are they "doing" on YouTube -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on YouTube. ❑ No, they are not.

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YOUTUBE MARKETING VALUE. Summarize the marketing value, if any, you see in YouTube for your company:

_____

We see marketing value in YouTube: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from YouTube to our company are:

❑ Supportive use of video: using video to support our website / social media content. ❑ Finding new customers ❑ Being discovered via YouTube search ❑ Social sharing, customers will likely share our videos ❑ Viral marketing ❑ Customer Continuum, nurturing customer evangelists ❑ Trust indicators: we need to be on YouTube to look substantial

VIDEO INTERACTIVITY. Why will potential customers "subscribe to" your YouTube Channel? What will they "get" out of it? And for individual vidoes, why will they like, comment, and even share your videos?

They will subscribe to our Channel because:_____

_____

They will like / watch our videos because_____

_____

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YOUTUBE RESPONSIBILITY. Who will be responsible for YouTube marketing at your company?

❑ YouTube set up issues: _____

❑ Text issues / content:_____

❑ Graphical / photo issues_____

❑ YouTube video production issues: _____

_____

We plan to create videos for YouTube:

_____ times per day / week / month

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YOUTUBE PROMOTION. What mechanisms will promote our YouTube videos?

❑ Supportive use of video: we will post videos to our website, use for other social media.

❑ Search / SEO use of video. People will search for our videos, and the following keyword queries are relevant:

_____

❑ Share / viral use of video. People will share for our videos, and the following emotions are relevant (e.g., humor, shocking, sentimental, outrage, support of a cause, etc.):

_____

_____

Video concepts: _____

_____

❑ External promotion (e.g., advertising, Facebook, Twitter, website, email):

_____

_____

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OTHER THOUGHTS AND IDEAS ABOUT YOUTUBE. Having researched a) whether your potential customers are on YouTube, and b) what competitors are doing on YouTube (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about YouTube?

We see potential in YouTube for our business marketing plans because:

After we've set up our channel and begun to upload videos, we believe we can do the following types of videos and they will help us grow our YouTube community because:

We will measure our success on YouTube by the following metrics:

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TIKTOK

Motive:

- Algoritm ce promovează conținut relevant pentru utilizator afișat pe FYP
- Folosește format scurt (ce poate încorpora sunete specifice / muzică, efecte și filtre)
- Funcționează bine marketingul afiliat (/+influencer)
- Videoclipurile atrag atenția + poate fi parcurs ușor întregul conținut (videoclip)
- Umorul crește eficiența mesajului

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TIKTOK

Opțiuni pentru publicitate:

- Biddable Ads: in-feed video ads (apar în stream-ul video pe platforma utilizatorului). Criterii de segmentare: vârstă, gen, amplasament, interes, tipul dispozitivului
- TopView: reclamă video, pe întreg ecranul, care poate dura până la 60 secunde;
- Brand Takeover: reclame care pornesc odată ce a fost deschisă aplicația și este limitată la un comerciant (marketer) pe zi;
- Hashtag Challenge: reclamă pe o perioadă de 6 zile în care utilziatorii sunt încurajați să folosească un hastag personalizat pentru a participa în respectiva provocare. Există și Hashtag Challenge Plus pentru retailerii din eCommerce și utilziatorii pot chiar să cumpere produsele specifice provocării respective;
- Branded Effects: companiile pot crea propriile elemente interactive, filtre, obiecte 3d pentru a crește notorietatea mărcii;
- Shoppable TikTok Videos: videoclipuri cu URL care să direcționeze traficul către pagina de produs sau website-ul comerciantului.

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TIKTOK – template (pentru realizarea unui plan de marketing)

TIKTOK MARKETING PLAN WORKSHEET

Sursa: JM Internet Group - http://www.jm-seo.org/

INTRODUCTION. What do they say? *Failing to plan is planning to fail*. This worksheet helps you begin to brainstorm a step-by-step TikTok marketing plan

TIKTOK ACCOUNT CONCEPT. Take your Business Value Proposition, and adjust it (if necessary) so that it makes sense for your TikTok business account. What angle can you give it that will be in synch with the video-centric focus of TikTok? If TikTok is a party, what type of party are you going to throw on TikTok?

_____

_____

_____

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FUN VS. NOT FUN & STRATEGY. A fun company in a fun industry (e.g., Airbnb) has an easier time of it on TikTok, vs. a non-fun company in a non-fun industry (e.g., All State Insurance). Which are you, and based on that fact, what's your basic strategy?

We are a ❑ fun ❑ not fun company / product / service in a ❑ fun ❑ not fund industry. Accordingly, we will post the following types of videos based on themes that are ❑ directly relating to our product or service or ❑ only indirectly relating to our product or service:

_____
_____
_____

TARGET CUSTOMERS. Define who needs your product or service. Segment these customers into specific groups, often called mindsets or personas. Who wants what you have? Are they on TikTok? Indicate if so, and explain what are they "doing" on TikTok -

Type 1: _____

Type 2: _____

Type 3: _____

❑ Yes, our customers are on TikTok. ❑ No, they are not.

❑ Kinda sorta (e.g., ONLY in rather non-related ways; maybe not yet but in the future on the platform)

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TIKTOK MARKETING VALUE. Summarize the marketing value, if any, you see in TikTok for your company:

_____

_____

_____

We see marketing value in TikTok: ❑ a lot ❑ some ❑ neutral ❑ not much

The primary value(s) from TikTok to our company are:

❑ Interacting with existing customers ❑ Finding new customers
❑ Being discovered via TikTok ❑ Staying in contact with customers
❑ Social sharing, customers will likely share (repost) our content
❑ eWOM ❑ Customer Continuum, nurturing customer evangelists
❑ Trust indicators: we need to be on TikTok to look substantial
❑ Using TikTok #hashtags to comment on, and catch the wave of timely topics
❑ Using TikTok #hashtags to nurture our own customer community
❑ Using TikTok trending sounds to nurture our own customer community
❑ Using TikTok trending topics to nurture our own customer community

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POST INTERACTIVITY. Why will potential customers "follow" you on TikTok? What will they "get" out of it? And for individual Posts, why will they like, comment, or even share your Posts?

They will follow us on TikTok because: _____

_____

They will view / like / comment / share our Posts because_____

Video Concept #1_____

They will like this type of TikTok, because:_____

Video Concept #2_____

They will like this type of TikTok, because: _____

Video Concept #3_____

They will like this type of TikTok, because: _____

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VIDEO CONTENT. Video story telling can drive high interaction on TikTok; and you need videos to really deploy your TikTok story. What type of content do you see that you can post in video format, and what sort of "stories" can you post to your TikTok account? For example, might you use "challenges" or "contests" to encourage video engagement?

Video Concept #1_____

They will like this type of video, because: _____

Video Concept #2_____

They will like this type of video, because: _____

Video Concept #3_____

They will like this type of video, because: _____

TikTok Story Concept #1_____

They will like this type of story, because: _____

TikTok Story Concept #2_____

They will like this type of story, because: _____

TikTok Story Concept #3_____

They will like this type of story, because: _____

You will use Duets for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

You will use trending sounds for video ❑ Yes, we love it! ❑ No, it's stupid or irrelevant.

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TIKTOK RESPONSIBILITY. Who will be responsible for TikTok marketing at your company?

❑ TikTok set up issues: _____

❑ Video issues: _____

We plan to Post via TikTok:

_____ times per day / week / month

USER GENERATED CONTENT. Why will users interact with your content? Even better, how can you motivate your customers to interact with your brand on TikTok, and even possibly upload brand-friendly content? Pay special attention to challenges and/or contests, but don't forget superfan / influencer engagement via tags and comments:

Users will interact with our TikTok content, liking, commenting, and sharing it, because: _____

_____

_____

Users will upload their own videos that are friendly to our brand because: _____

_____

❑ We will use a brand-friendly hashtag(s): _____

❑ We will set up TikTok content, based on the following concept: _____

_____

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OTHER THOUGHTS AND IDEAS ABOUT TIKTOK. Having researched a) whether your potential customers are on TikTok, and b) what competitors are doing on TikTok (and/ or companies to emulate in terms of their marketing, even if not in your industry), what general thoughts, concepts, "big picture" ideas do you have about TikTok?

We see potential in TikTok for our business marketing plans because:

After we've set up our TikTok account, we believe we can do the following types of videos and they will help us grow our TikTok community because:

Video Type:

Video Type:

.....

We will measure our success on TikTok by the following metrics:

- ❑ Likes to our Business Account.
- ❑ Shares of our videos
- ❑ Comments on our videos
- ❑ Traffic FROM TikTok TO our website or eCommerce store
- ❑ Other metrics:

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- Marketing ROI = (Sales Growth - Marketing Cost) / Marketing Cost
- Marketing ROI = (Sales Growth - Organic Sales Growth - Marketing Cost) / Marketing Cost
- ROI = (Revenue-Costs) / Costs
- ROI = [(Revenue or gain from investment 2 costs of investment)/(Costs of investment)] and multiplied with 100 for percentage conversion (Van Looy, 2022, p.65)

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KPI	Explanation
Cost per click (CPC)	“The cost of a social media post divided by the number of people who clicked on the link within that post.”
Cost per lead (CPL)	“The cost of your social media activity divided by the number of leads that activity generated.”
Cost per thousand impressions (cost per mille, CPM)	“The cost of your social media activity divided by one-thousandth of the number of impressions that activity generated.”
Cost per view (CPV)	“The cost of your social media activity divided by the number of views that activity generated.”
Earned media value (EMV)	“When measuring the impact from using influencers, metrics such as cost per engagement (CPE) or EMV are often used to measure the value of their activity. EMV is calculated using the formula EMV = impressions × CPM × adjustment variable. The adjustment variable is the action which indicates your goal is met. It therefore could be link clicks, engagement rate, sales or another criterion.”
Impressions	“The total number of times your content has been displayed on a social media feed. This metric includes every instance your content is loaded in a user's feed—whether it's an original post or a share.”

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Video Views	**“The number of times users have watched your video content on social media.”**
Post Reach	“The number of unique users who’ve seen your social media post.”
Follower Count	“The number of users who’ve chosen to follow your social media profile. This count can include both individuals and brands.”
Audience Growth Rate	$\left[\frac{(Ending\ \#\ of\ Followers - Starting\ \#\ of\ Followers)}{Starting\ \#\ of\ Followers}\right] x\ 100$
Reactions	<<Reactions are a basic form of engagement. They typically involve users clicking a “Like,” “Love,” “Celebrate,” or similar button.>>
Comments	“Comments are written responses that users add to your social media content. These responses can be directed at the original post or serve as replies to other comments.”
Shares	“Shares occur when users repost your content on their own social media profiles.”
Saves	“Saves are when users save your post for viewing later.?

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Average Engagement Rate	$\left[\frac{(Total\ Engagements — Total\ Posts)}{Total\ Followers}\right] x\ 100$
Click-Through Rate	$\left[\frac{Number\ of\ clicks}{Number\ of\ Impressions}\right] x\ 100$
Conversion Rate	$\left[\frac{Conversions}{Total\ clicks}\right] x\ 100$
Sales Revenue	"Sales revenue from social media is the total amount of revenue that can be attributed to your social media marketing efforts."
Review Ratings	"Social media reviews are customers' feedback about your product or service posted on social media platforms. And they're usually accompanied by a rating."
Customer Satisfaction Score	$\left[\frac{CNumber\ of\ Satisfied\ Customers}{Number\ of\ Responses}\right] x\ 100$
Brand Mentions	"Brand mentions are instances when users mention your brand on social media. This can be in the form of a tag or a mention in a post or comment."
Branded and Campaign Hashtags	"Branded hashtags are unique to your company (like a company name or slogan). And campaign hashtags are created for specific marketing campaigns."

Social media și Relațiile Publice: comunicare directă cu publicul țintă. PR ar trebui să ofere ghiduri de social media (ce informații să fie transmise în exteriorul companiei), realizeze secțiunea FAQ, bazele de date (informații despre probleme critice) și monitorizare social media.

Social media și Marketing: comunicarea mărcii și a altor elemente (canale de marketing) + KPI

Social media și IT: păstrarea informațiilor, automatizări, sisteme de gestiune a informațiilor

Social media și HR: selectarea persoanelor calificate și cu abilități relevante pentru social media marketing + relații formale și informale dintre angajați în rețelele sociale

Social media și Achiziții: mărci, licențe, etc.

Social media și Legal: GDPR, legea competiției / copyright, termene și condiții, etc.

Social media și Vânzări: platformele existente și conversia lead-urilor în clienți

Social media și R&D: cercetarea și dezvoltarea poate să fie orientată spre monitorizarea tendințelor din social media + alte informații relevante

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Orice este afișat în mediul online poate deveni element pentru conținut – vital în activitățile de marketing: text, video, imagini, radio, infografice, grafice, etc.

Marketingul de conținut (content marketing)

= practica de a utiliza postări în bloguri, podcast-uri, videoclipuri și imagini pentru promovarea unui produs sau serviciu

Marketingul de conținut digital (digital content marketing)

= procesul de management responsabil de identificarea, anticiparea și satisfacerea nevoilor / cererii consumatorilor în mod profitabil, în contextul conținutului digital

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Caracteristici importante și specifice marketingului de conținut:

- **Recombinarea informației**: diferite tipuri de informații pot fi integrate în același sistem / platformă
- **Accesibilitate**: accesibil instant prin mijloace electronice / canale digitale
- **Interacțiune (navigație)**: atunci când sunt utilizate produsele digitale
- **Viteză**: conținut disponibil instant
- **Aproape 0 costuri marginale**: cheltuiala derivată din tranzacții incrementale / clienți este aproape inexistentă

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Blog

- Util pentru comunicarea cu părțile interesate
- Poate fi integrat în site sau gândit separat (upranking Google - SEO) + direcționare trafic
- Postări regulate (pentru a obișnui vizitatorii)
- Țintește nevoile (interesele) specifice ale clienților
- + conținut evergreen
- Postări pentru expunerea unor probleme ale produselor / transparență

Platforme

- ----- **Wordpress**: un blog se poate realiza foarte repede pentru că este intuitiv
- ----- **Ghost**: este un blog de tip open source ce poate fi folosit și pe post de newsletter
- ----- **Wix**: bloguri și websiteuri
- ----- **Blogger**: util și pentru obținerea unui domeniu
- ----- **Tumblr**: oamenii explorează microbloguri
- ----- **Weebly**: util în blogging dar are și versiune gratuită pentru e-commerce și utilitate pentru alte scopuri de marketing
- ----- **Medium**: mulți profesioniști precum CEO, scriitori, cercetători își expun ideile

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E-book

- Tendința de înlocuiire a cărtii printate cu cea digitală
- Pot fi actualizate ușor
- Pot fi folosite pentru clădirea bazei de date (ex. prin landing page)
- Poate avea elemente interactive, imagini (cu link-uri pentru redirecționare)
- Poate conține informație complexă ce nu s-ar încadra neapărat într-un blog
- Permite funcția de căutare
- Conține cuvinte cheie (pentru creșterea traficului organic)
- Pot avea titlu relevant și pentru SEO dar și cu un CTA sau care să atragă atenția

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Interviuri cu experți

- Avantaj pentru companii deoarece conferă credibilitate, crește interacțiua + SEO, interacțiuni pentru lead-uri, creșterea interesului profesioniștilor
- Transcript-ul poate fi convertit în conținut pentru alte platforme (blog, infografice, snippet, etc.)
- Compania se poate bucura de notorietatea expertului
- Persoanele intervievate pot partaja conținutul → crește traficul + acces la urmăritorii experților respectivi
- Se poate stabili o rețea a experților

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Broșuri

- Permite conversia unei informații substanțiale într-o formă simplificată, accesibilă și partajabilă
- Denumiri atractive: 5 pași simpli pentru...
- Poate conține cuvinte cheie → SEO
- Sunt eficiente din perspectiva costurilor și a timpului de realizare
- Structurează bine informația
- Educă anumiți consumatori
- Poate prezenta produsele și serviciile proprii
- Pot integra AR (realitate augmentată)

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Broșuri

Elemente cheie:

- Cover page (copertă): pentru a capta atenția + titlu atractiv care să dezvălui ce informație va fi expusă + elemente vizuale ale mărcii
- Contents page (pagina de conținut): link-uri de tip redirect către alte secțiuni ale broșurii
- Corpusul (conținutul propriu-zis): relevant + bine structurat + link-uri către alte resurse (ex. pentru aprofundarea cunoașterii)
- Formular de contact / informații
- Call to action

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Newsletter

- Stabilirea unor relații pe termen lung cu clienții
- Se poate monitoriza conversia
- Adresarea directă a consumatorului
- Crește interacțiunea cu clienții / pot fi redirecționați către site, pagina de produs, etc.
- Crește gradul de conștientizare
- Conținut personalizat
- = parte din marketingul direct
- Se poate adresa unui anumit public țintă în funcție de criteriile / câmpurile din baza de date
- Poate crește gradul de încredere / arată seriozitate
- Trebuiesc trimise în mod regulat
- Utilizează CTA + componente interactive: formulare, sondaje, etc.
- Metrică: click-through rates (# de click-uri / # mail-urilor trimise x 100), unsubscribe rates (# personae care se dezabonează / # mail-urilor trimise x 100).

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Podcast

- Audio sau / și video
- Sondaj BB 2019 (94% din ascultătorii participanți la studiu ascultă podcastruri în timp ce realizează alte activități) → poate conduce la “brand engagement”
- Poate fi integrat în site sau distribuit pe alte platforme precum Google Podcasts, Spotify, iTunes
- Pot fi create serii (pentru recurență)
- Pot fi orientate pe anumite teme specifice de interesul consumatorilor

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Relații publice

- Crearea și menținerea încrederii și loialității clienților
- Crește vizibilitatea mărcii
- Audiență mai largă
- Articole exclusive în care pot apărea personalități, interviuri, postări pe blog + relații cu jurnaliștii
- Necesită transparență
- Poate clarifica aspecte ale publicității negative → reabilitează imaginea companiei
- Redirecționare trafic către website
- Necesită monitorizarea activității din mediul online: articole, conversații și trebuie oferit feedback aproape instantaneu
- Materialele pot fi de tip storytelling
- Pot fi prezentate studii de caz, povești de succes, actualizări cu privire la activitatea companiei (inovații, RSC, etc.)

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Relații publice

Prowly

How to Create a PR Plan?

Core questions	The meaning	Example of a PR campaign plan #1	Example of a PR campaign plan #2
WHAT?	What is the overall goal and purpose/ desired outcome?	Promotion of the new Emergency Room opened by the community hospital.	Launch of two online organizations.
WHO?	Who is your target audience? Who will be involved in the implementation?	The target audience: the staff, employees, community, donors, volunteers, paramedics, physicians with hospital privileges.	The target audience: those who need support and tools to heal from abuse.
WHY?	Why do we organize it? Is this a one-time launch/ event/ celebration/ anniversary/ kick-off/ fundraiser? 👉 Create messaging for internal and external use and publicity.	Celebrate and promote new health care facilities to help assist patients.	Helping those who have been through a difficult time (addiction, abuse, foster care, mental health issues, violence against the LGBTQ community).
WHEN?	What are the dates of the event/ launch/ campaign?	Mid-Spring (over a few weeks).	During October Mental Illness Awareness Week.
WHERE?	Where will it take place (offline/ online)? What social media platforms to use? Where will the event or campaign need to be publicized? What are the targeted media outlets?	Hospital's new ER (inside and outside). Social media is not a thing at the time of this campaign.	A digital campaign including local and national media, podcasts, and social media platforms.
HOW?	👉 All logistics that need to be figured out and who is responsible for it.	• Tours and special events for paramedics, physicians, local schools + a big community gathering. • Internal and external communications, community outreach plans, publications, media relations, direct mail campaigns, invitations to all specific events.	Media relations: • a press release to local media, • monitoring local and national trends, opportunities, breaking news, • pitching the client to media as a voice to educate and support others, • community outreach, and speaking engagements.

The strategy shared by Jennifer McGinley, CEO of JLM Strategic Communications for Prowly

prowly.com

Prowly

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Relații publice

Public Relations Plan Template

Target Audience	Key Message	Journalists & Channels	Deadline & Key Dates
Use this column to list out which sections of your audience base you want to reach.	*Use this column to list out the key messages you want to deliver through PR efforts.*	*Use this column to list out the journalists and the channels to target*	*Use this column to list out tentative and hard deadlines for each activity*
Priority: High	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about the same industry, your competitors, etc. Channels: Social media, events and conferences, email outreach, etc.	(Tentative deadline) (Hard deadline)
Priority: Medium	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about an adjacent industry, indirect competitors, etc. Channels: Newsroom, content (blogs, videos, case studies, podcasts), etc.	(Tentative deadline) (Hard deadline)
Priority: Low	• Key message #1 • Key message #2 • Key message #3	Journalists: People writing about different industries. Channels: Interviews, website content (blogs, whitepapers), social media engagement, etc.	(Tentative deadline) (Hard deadline)

G2.com

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Sesiuni Q&A

- Pot fi folosite la finalul unor conferințe de presă, podcast live, webinarii live, forumuri, etc.
- Foarte utile în clarificarea audienței
- Arată profesionalism și transparență + clarificări = ajută în procesul de achiziție
- Pot fi utilizate platforme precum Yahoo! Answers sau Quora
- Crește încrederea clienților în companie
- Întrebările și răspunsurile pot fi convertite în conținut de marketing: secțiuni FAQ, infografice, etc.

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Videoclipuri / virale / live / feed

- Utile pentru ca există infobeszitate și conținutul poate fi procesat mai ușor
- Live – util pentru transparență / conținut în spatele cortinei
- Interacțiune directă cu clienții
- Creșterea notorietății
- Pot fi acordare și răspunsuri la întrebări
- Autenticitate + credibilitate

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Vlog

- Blog în formă video
- Mesajul transmis prin vlog este esențial în marketing: contează ce/cum se spune + indicatori non-verbali
- Sunt informative, educative, pot influența decizia de cumpărare

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Website

- Contează limbajul folosit: natură tehnică sau adaptat publicului țintă
- Adaptarea formatului așa încât să fie optimizat în funcție de dispozitiv (ex. m-commerce: tablete și telefoane)
- Pot fi integrate alte elemente ale marketingului de conținut: blog, videoclipuri, broșuri, infografice, etc.
- Metrică:
- ----- Unique Website Visitors: un vizitator intră pe pagină și interacționează cu elementele website-ului (vizitatori unici – IP)
- ----- Traffic by Source: de unde vin clienții
- ----- Timp petrecut pe pagină: durata petrecută pe pagină
- ----- Rata de conversie: finalizarea unei anumite acțiuni de către utilizator
- ----- Bounce rate: procentul vizitatorilor care părăsesc site-ul fără să facă vreo acțiune
- ----- Trafic organic: vizitatori ce vin din surse neplătite

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Webinar

- Partajarea informației prin voce, text, slide-uri, etc. Sunt, practic, seminare în mediul online
- Tind să fie orientate pe un subiect specific
- Bune pentru creșterea încrederii consumatorului
- Informațiile pot fi convertite în alte elemente de marketing de conținut
- Nu sunt constrângeri de spațiu; costuri scăzute / aproape inexistente (poate fi plătit moderatorul, expertul + costuri pentru platforme diverse, etc.)
- Platforme: Microsoft GoMeeting, WebEx, GoToMeeting și ReadyTalk

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Pași pentru crearea unei campanii:

- Stabilește publicul țintă și identifică nevoia lor specifică pentru informații
- Realizează un plan strategic pentru conținut: vizează diseminarea informațiilor fără să devină o evidentă promovare de produs. Informațiile trebuie să fie relevante și gratuite
- Determină formatul / canalul: webinar, poster, podcast, cursuri online, infografice. Conținutul poate fi descărcabil.
- Folosește un titlu magnet: CTA + relevant + clar
- Organizează informație – capitole, subcapitole
- Redirecționează traficul către pagina companiei / landing page (prin Google, marketing afiliat, etc.)
- Răspunde întrebărilor
- Follow-up: te poți adresa clienților dacă le obții datele de contact

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E-mail marketing este relevant pentru marketingul digital și direct pentru că presupune costuri reduse, retur investițional ridicat și pot fi măsurate rezultatele (există comunicare directă).

Permite trimiterea mesajelor în mod direct și instant + personalizat / permite adaptarea conținutului

Poate efectua conversii, menține clienții sau stimula vânzările asupra clienților existenți

Indicatori cheie de performanță (KPI – key performance indicators):

Click-rate: numărul de persoane care efectuează un click pe link-ul din e-mail din totalul de mail-uri trimise

Click-through rate: câți oameni au efectuat click pe link, CTA sau imagine împărțit la numărul de persoane care au văzut mail-ul

Open rate: procentajul celor care deschid un e-mail din totalul abonaților

Bounce rate: numărul de e-mail-uri netrimise (nelivrate) din totalul de mail-uri trimise

Unsubscribe rate: procentajul abonaților care optează pentru dezabonare (nr. dezabonări / nr. e-mail-uri trimise)

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E-mail marketing

= formă unică de comunicare, privită atât ca artă cât și ca știință, care livrează valoare în inbox-ul abonatului

= canal digital de marketing folosit pentru a interacționa cu potențiali sau existenți clienți

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Pași pentru crearea unei strategii de e-mail marketing:

- Stabilirea obiectivelor: pot fi **generale** (generare de bani, notorietate, fidelizare, etc.) – aliniate obiectivelor firmei; **financiare** (creșterea vânzărilor – trafic pentru website, în magazint, participare la evenimente, etc.; **specifice timpului** (automatizare, programare)
- Crearea unei liste de e-mail-uri eficiente și calitative: criterii precum vârstă, gen, reședință, venit, număr achiziții, interese, produse preferate, etc. Furnizori gratuiți sau cu limită: Mailchimp, Microsoft Access, HubSpot, Brevo, GetResponse, Campaign Monitor, ConvertKit, MailerLite, etc.
- Crearea unui conținut relevant și valoros: consumatorii se așteaptă să primească un conținut relevant pentru interesele pe care le au. Scopul final este generarea conversiei. Pot fi studiați competitorii pentru exemple de bune practici. Elemente de tip Call-to-action sunt relevante și pot deveni butoane, text, bannere, etc.

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CTA - exemple

Pot fi utilizate în/ pentru:	Exemple
Newsletter	Descoperiți cum..., Citiți despre..., Aflați mai multe, Aflați mai multe, Aflați cum..., Citiți mai departe pentru a stăpâni..., Citiți povestea completă, Continuați să citiți, Arătați-mi cum..., Descoperiți..., Aflați de ce..., Cum funcționează, Vezi mai multe știri, Scufundă-te, Obține rețeta completă, Descarcă versiunea ta, Descoperă tendințele recente, Urmărește acum, Vezi noutăți, Explorează mai multe idei.
Vânzări	Cumpărați acum pentru..., Cumpărați acum, Activați codul dvs. de reducere, Explorați stiluri noi, Reducere prin magazin, Comanda acum, Comandă [nume produs], Obține [nume produs], Adaugă în coș, Cumpără noutăți, Cumpără noile sosiri, Cumpără colecție nouă, Încearcă, Încearcă [nume produs], Precomandă acum - [preț], Cumpără pachet, Obține produse pentru bărbați/Obțineți produse pentru femei
“Coș” abandonat	Continuați cumpărăturile, Aruncă o altă privire, Folosește-ți reducerea, Întoarce-te în coș, Vizualizează coșul meu, Termină finalizarea comenzii, Continuă finalizarea comenzii, Finalizează comanda, Du-mă la comanda mea, Reluează-ți comanda, Sigilează oferta, Dezvăluie noul preț, Verificați cu 15% reducere, Finalizați comanda acum, Activați transportul gratuit
Achiziție repetată	Cumpărați din nou, obțineți mai multe, recomandați acum, faceți upgrade acum, încărcați, reaprovizionați acum
De sezon	Cumpărați ghid de cadouri, Ofertă de cumpărare acum, Revendicați-vă cuponul, Cumpărați 15% reducere înainte de 25 decembrie, Explorați ofertele reduse, Obțineți [Numele produsului] 30% reducere, Obțineți cadoul meu, Reducerea finală a magazinului, Cumpărați ediții limitate, Cumpărați oferte de sărbători, Cumpărați reduceri de vacanță, Cumpărați cadouri expres, Cumpărați acum și economisiți, Cumpărați carduri cadou, Începeți cadourile, Valorificați oferta, [Răsfoiți numele tată] Oferă un cadou electronic, primește-l până de Crăciun, aplică reducere
(Software as a Service) SaaS	Da, sunt interesat, Înscrie-te gratuit, Înscrie-te gratuit, Începe o perioadă de încercare gratuită, Pregătește-te acum, Economisește 50% la abonament, Înscrie-te acum, Solicită o demonstrație, Rezervă un apel, Explorați funcții, Vezi [Produs sau Funcție] în acțiune

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Strategii persuasive pentru e-mail-urile informative

Tipuri de strategii	Informații suplimentare
Offerings / oferte	Utilizează factori care influențează decizia de cumpărare: stimulente, oferte promoționale
Appeal to authority / apel la autorități	Convingerea individului prin persoane cu autoritate / experți / sponsori cu reputație
Scarcity / raritate	Jocul dintre cerere și ofertă care generează teama de a nu rata / fear of missing out (FOMO).
Snob appeal / atracția snobismului	Pentru produse premium ce oferă un simț de apartenență la un grup elitist
Celebrity / celebritate	Utilizarea celebrităților pentru faima pe care o au
Statistical proof / evidență statistică	Generează transparență și încredere
Humour / umor	Poate crește receptivitatea
Social appeal / atractivitate socială	O normă socială poate determina indivizii să se alinieze mentalității respective. Se poate baza pe recomandări.
Contrasting appeal / atractivitate contrastantă	Promovarea avantajelor competitive / diferențiatorilor
Romantic appeal / atractivitate romantică	Incursiune în emoții precum dorința sau pasiunea

Pași:

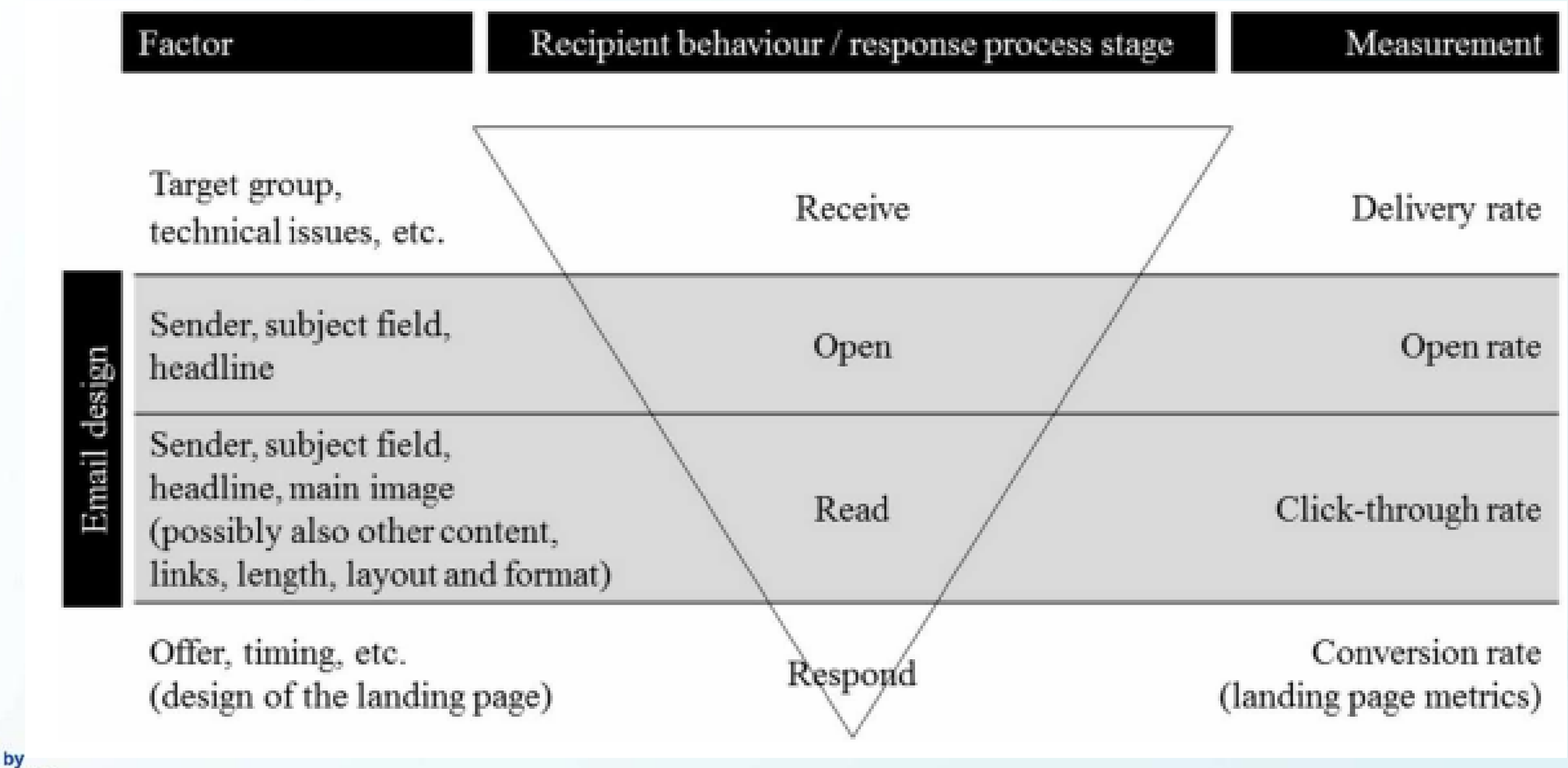
- Identifică acei clienți ideali: segmentare
- Stabilește un obiectiv clar
- Bază de date cu e-mail-uri: dacă nu există, poate fi creată/ cumpărata? (ex. Vistaprint or DirectMail.com)
- Alege tipul campaniei: vânzare / promovare, newsletter, tranzacțională, de generare a lead-urilor

Pași pentru campanii eficiente:

- Stabilește subiectul: să fie atractiv + CTA
- Menține claritatea: orientare pe un subiect anume
- Alege CTA care să apară cu recurență
- Personalizează e-mail-ul
- Evită spam-ul
- Folosește un limbaj adecvat
- Testează campania: ex. Testare de tip A/B
- Actualizează baza de date

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Model pentru testarea design-ului unui newsletter



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Servicii de e-mail marketing

Email marketing platform	Free plan	Prices start at	G2 rating	Trustpilot rating	Best for
Brevo	**9,000 emails**	**$9 for 500 contacts**	**4.5**	**4.2**	**Any size business**
HubSpot	2,000 emails 1,000,000 contacts	$20 for 1,000 contacts	4.4	3.1	Big data teams
Mailchimp	1,000 emails 500 contacts	$13 for 500 contacts	4.3	1.4	Small contact lists
ConvertKit	Unlimited up to 300 contacts	$15 for 300 contacts	4.4	1.8	Content creators
MailerLite	12,000 emails 1,000 contacts	$10 for 500 contacts	4.6	4.6	Solopreneurs & freelancers
Klaviyo	500 emails 250 contacts	$20 for 500 contacts	4.6	3.2	Ecommerce
AWeber	3,000 emails 500 contacts	$14.99 for 500 contacts	4.2	2.5	Bloggers
ActiveCampaign	14-day trial	$39 for 1,000 contacts	4.5	3.2	Automation power users
GetResponse	Unlimited up to 500 contacts	$19 for 1,000 contacts	4.3	3.5	Core email needs
Constant Contact	60-day trial with conditions	$12 for 500 contacts	4.0	4.0	NGOs
Campaign Monitor	Unlimited emails 5 contacts	$11 for 500 contacts 2,500 email sends	4.1	4.4	Low-volume senders

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