

### SNS COLLEGE OF TECHNOLOGY



# Coimbatore-37. An Autonomous Institution

**COURSE NAME: 19CSE309 & DIGITAL MARKETING AND ITS TOOLS** 

#### III YEAR/ VI SEMESTER

### **UNIT - 1 INTRODUCTION TO DIGITAL MARKETING**

**Topic: Skills Required in Digital Marketing** 

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## Skills Required in Digital Marketing

## **Ethical Marketing**















## Skills Required in Digital Marketing







# Skills Required in Digital Marketing

PAID SOCIAL MEDIA	-116.4%
AD SERVING	+84,896
ANALYTICS	+46.1%
SOCIAL MEDIA ADVERTISING	145.9%
MARKETING CONSULTING	136%
CREATIVITY	+35,4%
CONTENT MARKETING	+371,996
WEB CONTENT WRITING	130.3%
INSTAGRAM	12年4%
SOCIAL MEDIA OPTIMISATION	+26;2%





