

Title of assignment for mentoring	How to use Digital Marketing
Development Area	Digital marketing uses digital channels to sell a product or promote a brand to consumers. It is based on the development of the use of the Internet and connected objects. Websites, social networks, mobile sites, apps, GPS, podcasts, online videos are at the heart of digital marketing. The goal of digital marketing is to increase visits to the site, to transform these visits into purchase acts and to retain the customer by establishing a regular relationship with him. digital becomes essential for companies to communicate with their target and improve their brand image through their e-reputation.
The Practical Assignment brief:	We must focus on creating a real community around the brand thanks to digital marketing. Through social networks, customer loyalty is simplified, and a strong relationship can be established with it.
The Practical Assignment should allow to develop and apply skills in:	Communication via direct emailing/ Digital marketing skills
The Practical Assignment should allow to further develop and apply knowledge of:	<ol style="list-style-type: none"> 1. Allows you to keep in touch with prospects who have given you willingly with their contact details. 2. Automatisation of emails through marketing automation tools (distributing blog posts, newsletters, or various events) 3. Keep in mind to avoid harassing your clients by sending them unwanted emails.
Task description:	The paired couple need to create a newsletter that will be distributed weekly to the prospects.
Materials to be used:	emailing software
Recommended timeline:	Once a week
Keywords:	Email marketing, digital Marketing, digital Skills