DIGITAL ENTREPRENEURSHIP FOR YOUTH

KA220-YOU - Cooperation Partnerships in Youth

WP3
DigEnYou curriculum

Module 3
"Market Awareness & Business Acumen"

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DigEnYou Blended Training Course

Module 3 –Market Awareness & Business Acumen

Learning Unit 1: GDPR Compliance & Data
                   Privacy

Learning Unit 2: Building Your E-
                   Commerce Webshop

Learning Unit 3: Social Media Marketing &
                   Content Strategy

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Aim of Module 3 – Market Awareness & Business Acumen

Market awareness refers to the level of understanding and knowledge that individuals or companies have about the market in which they operate or intend to operate. It covers various aspects, including industry trends, competitor analysis, customer preferences, regulatory changes, and emerging opportunities or threats.

Business acumen is the ability to understand and interpret business situations, make informed decisions and achieve positive outcomes and it encompasses a range of skills, knowledge and attributes that enable individuals to effectively navigate the complexities of the business world.

Module 3 is divided into the following Learning Units:

Learning Unit 1: GDPR Compliance & Data Privacy
- To understand the key principles, concepts, and legal requirements outlined in the GDPR, including data protection principles.
- To understand the key principles, concepts, and legal requirements outlined in the GDPR, including data protection principles, data subject rights, lawful processing, and data transfer rule.

Learning Unit 2: Building Your E-Commerce Webshop
- To understand e-commerce concepts, trends, and business models.
- To get information on digital marketing tactics, such as email marketing, social media promotion,

Learning Unit 3: Social Media Marketing & Content Strategy
- To create and implement effective social media marketing strategies and content distribution tactics can help participants reach a wider audience, improve brand recognition, and establish a strong online presence.
- To get to know the ways to create the quality, relevance, and consistency of social media content.

Learning Unit 1 - GDPR Compliance & Data Privacy

The GDPR sets out detailed requirements for companies and organisations on collecting, storing, and managing personal data. It applies both to European organisations that process personal data of individuals in the EU, and to organisations outside the EU that target people living in the EU. At its core, the GDPR is designed to fundamentally change the way personal data is collected and processed by giving all individuals living in the European Union (or the wider European Economic Area) new rights to access and control their data on the internet.

By understanding and complying with GDPR requirements, business owners can not only meet their legal obligations, but also build trust with customers, improve data security practices, mitigate the risks of non-compliance, and foster a culture of privacy and data protection within their organisations.

Topic 1: Introduction to GDPR Compliance & Data Privacy

The General Data Protection Regulation (GDPR) is the world's strictest privacy and security law. Though it was designed and passed by the European Union (EU), it puts requirements on organisations anywhere that target or collect data about EU citizens. On May 25, 2018, the regulation went into effect. The GDPR will impose severe penalties on those who break its privacy and security regulations, with fines exceeding tens of millions of euros.

The GDPR signals Europe's hard stance on data privacy and security at a time when more individuals are committing their personal data to cloud services and breaches are becoming more common. GDPR compliance is a scary proposition for small and medium-sized organisations (SMEs) because the law is vast, broad, and lacking in specificity.

To be GDPR compliant, a company must follow these 5 principles:
- Data processing must be lawful, fair, and transparent, ensuring the security of personal data
- Data must be collected for specific, explicit, and legitimate purposes
- Data scope must be relevant and limited to what's necessary

- Data must be accurate and up to date
- Data can only be held within the absolute timeframe

To more information, watch the video.

See video on: EU GDPR summary |What is the GDPR?

EU GDPR summary |What is the GDPR?

Topic 2: GDPR compliance benefits & fundamental rights of the GDPR

GDPR compliance offers several benefits to both organizations and individuals, while also ensuring certain rights for data subjects. Let's explore these benefits and rights in more detail:

6 GDPR compliance benefits

Easier business process automation

Increased trust and credibility

A better understanding of the collected data

Improved data management

Protected and enhanced enterprise and brand reputation

An even privacy playing field

Moreover, there are the 8 fundamental rights of the GDPR:

The right of access - this means that individuals have the right to request access to their personal data, and to ask how their data is being used by the company once it has been collected. The company must provide a copy of the personal data, free of charge and in electronic form if requested.

The right to be forgotten - where consumers are no longer customers, or where they withdraw their consent for a company to use their personal data, they have the right to have their data deleted.

The right to data portability - individuals have the right to transfer their data from one service provider to another. And it must be in a commonly used and machine-readable format.

The right to be informed - this covers all data collection by companies and individuals must be informed before data is collected.

The right to rectify information - this ensures that individuals can have their data updated if it is out of date, incomplete or inaccurate.

The right to restrict processing - individuals can request that their data not be used for processing. Their record may remain, but not be used.

The right to object - this includes the right of individuals to object to the processing of their data for direct marketing purposes.

Right to be notified - If there has been a data breach that compromises an individual's personal data, the individual has the right to be notified within 72 hours of first becoming aware of the breach.

To take the next step towards compliance, here are just a few ways to get started.

1. Map your company's data

Map where all the personal data across your organisation comes from and document what you do with it. Identify where the data resides, who has access to it, and if there are any risks to the data.

2. Decide what data you need to keep

Don't keep more information than you need and remove any data you don't use. If your organisation has been collecting a lot of data without any real benefit, now is the time to consider what data is important to your business.

As part of the clean-up process, ask yourself.

* Why exactly are we archiving this data rather than just deleting it?
* Why are we storing all this data?
* What are we trying to achieve by collecting all these categories of personal information?
* Is the financial benefit of deleting this information greater than that of encrypting it?

3. Implement security measures

Design and implement safeguards throughout your infrastructure to help contain any data breaches. This means putting in place security measures to protect against data breaches and taking quick action to notify individuals and authorities in the event of a breach.

4. Review your documentation

Under GDPR, individuals must give their explicit consent to the collection and processing of their data. Ticking boxes and implied consent will no longer be acceptable.

5. Establish procedures for handling personal data
As mentioned above, individuals have 8 fundamental rights under GDPR. You now need to establish policies and procedures for how you will handle each of these situations.

For example:
      1. How can individuals give consent in a lawful manner?
      2. What happens if an individual wants their data deleted?
      3. How will you ensure that this is done across all platforms and that it is deleted?
      4. If an individual wants their data transferred, how will you do it?
      5. How will you confirm that the person requesting the transfer is who they say they are?
      6. What is your communication plan in the event of a data breach?

Glossary of Terms

Term	Definition[1]
Business acumen	Business acumen, also known as business savviness, business sense and business understanding, is keenness and quickness in understanding and dealing with a business situation in a manner that is likely to lead to a good outcome.
GPDR	The General Data Protection Regulation , abbreviated GDPR) is a European Union regulation on information privacy in the European Union (EU) and the European Economic Area (EEA).
CSS	Cascading Style Sheets (CSS) is a style sheet language used for specifying the presentation and styling of a document written in a markup language.

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[1] Resource: Wikipedia

Exercise 1: GPDR

1. What does GDPR stand for?
a) General Data Processing Regulation
b) General Data Protection Regulation
c) Global Data Privacy Rule
d) General Data Privacy Regulation

2. Which of the following is considered personal data under GDPR?
a) Name and email address
b) IP address
c) social media posts
d) All of the above

3. Which of the following is a lawful basis for processing personal data under GDPR?
a) Consent
b) Legitimate interests
c) Contractual necessity
d) All of the above

4. What rights do data subjects have under GDPR?
a) Right to access and rectification
b) Right to erasure (right to be forgotten)
c) Right to data portability

d) All of the above

Answers:
1. question b) General Data Protection Regulation
2. question d) All of the above
3. question d) All of the above
4. question b) To evaluate the risks and consequences of data processing activities

Checklist: Your Learning Outcomes

What I know on the subject of "X"		
#	Theme/Question	YES / NO
1	I know GDPR Compliance & Data Privacy	
2	I know Essential business skills for young e-commerce entrepreneurs.	
3	I understood SMART Goals	
4	I know advantages of e-Commerce for entrepreneurs.	

Resources for M3-LU1

https://gdpr.eu/what-does-it-stand-for/#:~:text=GDPR%20stands%20for%20General%20Data,Protection%20Directive%2C%20which%20was%20not

https://gdpr.eu/what-is-gdpr/

Videos on M3-LU1

https://www.youtube.com/watch?v=I-VuonciKWk

Learning Unit 2 - Building Your E- Commerce Web-shop

Topic 1: Introduction to E-commerce

E-commerce (electronic commerce) is the buying and selling of goods and services, or the transmitting of funds or data, over an electronic network, primarily the internet. With the proper knowledge and resources, young entrepreneurs can navigate the world of internet commerce and achieve success in this fascinating and swiftly evolving industry. A comprehensive understanding of e-commerce is critical for aspiring young entrepreneurs' intent on initiating their own businesses.

designed by ✦ freepik
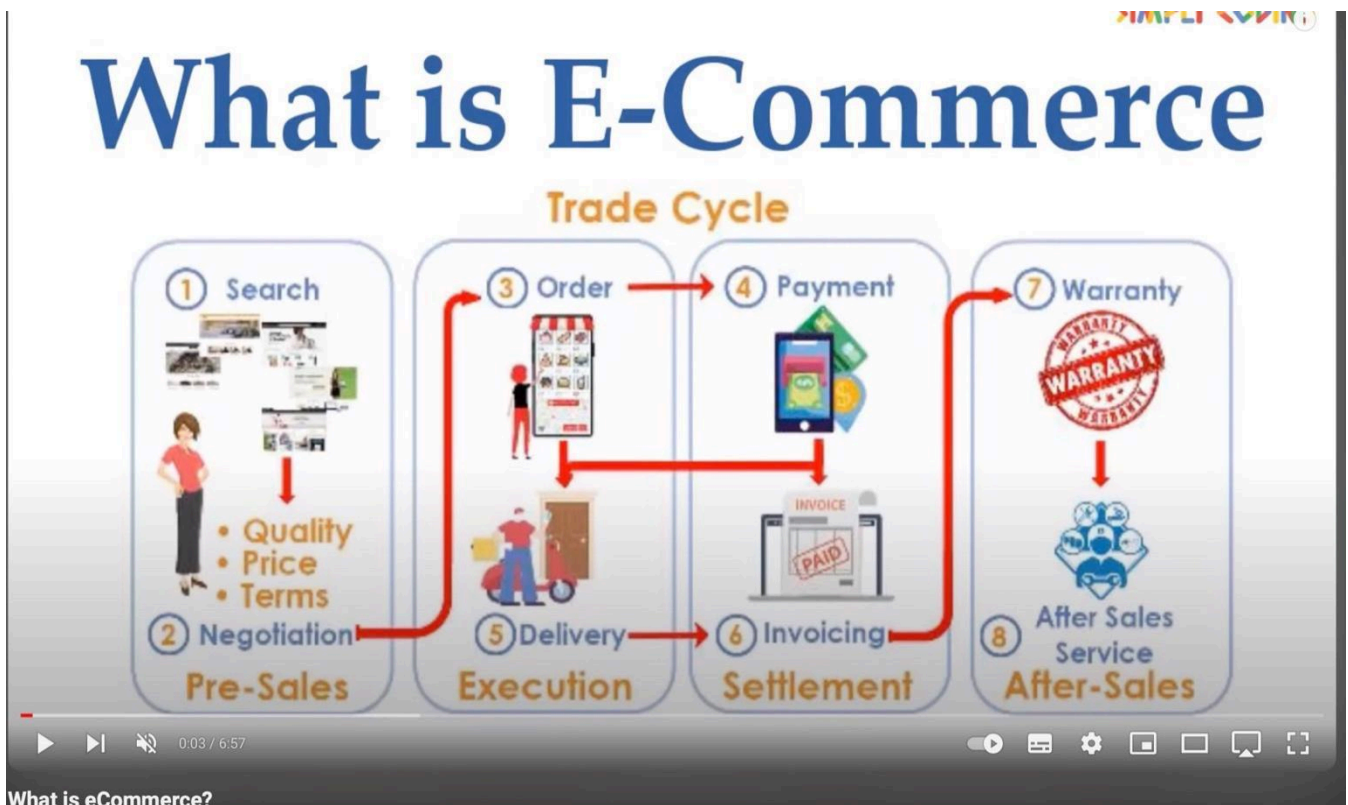
There are six main models for conducting e-commerce today:

Business-to-Consumer (B2C) The B2C e-commerce business model involves a company selling products directly to consumers. Amazon and Alibaba are classic examples of B2C companies. They resell other companies' products through e-commerce websites.

Business-to-Business (B2B) B2B companies sell products or services to other companies. B2B companies may sell directly to end users. Or they may sell to businesses that resell the products to other businesses or consumers. For example: Slack, a project collaboration tool, is a B2B e-commerce company that sells to end-user businesses.

Business-to-Government (B2G) In a B2G e-commerce model, businesses market and sell products to government organisations or public administrations. This includes federal, state, county, and local organisations. For example, OpenGov sells software

to local government.

Consumer-to-Consumer (C2C) C2C describes business transactions between two or more consumers. The term can also refer to any provider that manages this type of online transaction. C2C e-commerce platforms (online marketplaces) include Facebook Marketplace, eBay, Craigslist and Vinted.

Consumer-to-business (C2B): C2B e-commerce involves consumers selling goods and services to businesses. Take Shutterstock. The image library buys content from contributors (consumers) to sell to other users (often businesses).

Consumer-to-Government (C2G): C2G describes transactions between consumers and government agencies. A C2G e-commerce business is any company that facilitates these transactions. Dominion Energy. The company provides reliable electric and natural gas service and enables customers to manage their services.

Tips for Successful e-commerce

1. Recognise Your Services and Products

Before establishing a business, conducting research is essential. Have you identified an in-demand product or line of products? Are you introducing a brand-new product into an established category, or is it an entirely new newcomer into an existing one? Protect your intellectual property prior to publishing anything online if this is the case.

2. Recognise Your Clients

Define your intended audience and their specific needs. This is an essential phase of the procedure. Numerous individuals get involved with the details of their product and its proper usage, neglecting to contemplate the target market or the rationale behind their necessity for it. Your entire body of online content will be influenced by this comprehension.

3. Develop an Essential Marketing Strategy

Which retailer would sell your product most effectively? Do you exclusively offer your products for sale online, or do you also maintain tangible retail locations where customers can make purchases? If you only sell online, will you sell through your website, or will you also distribute to other eCommerce retailers?

The Advantages of eCommerce for Entrepreneurs

- The Benefits of eCommerce

It is simple for today's entrepreneurs to manage an internet business because they are technologically knowledgeable and can use technology to gain an advantage in the industry. When it comes to online business, there are numerous advantages. Entrepreneurs can save a significant amount of money by not having to manage a physical store. Instead of establishing such a business, an online store allows them to receive orders, accept payments, ship products, and reach customers all over the world.

- Global Impact

If you wish to run a local firm, this could be a key to increased revenue; however, to expand globally, you will need to rely on e-commerce. Websites enable you to access customers all throughout the country or nation, as well as abroad.

- Saving Money

This investment can be both large and risky for enterprises. In comparison, using an online component does not entail a substantial risk-investment. In most cases, opening an online store is preferable to opening a physical store.

- Saving Money on Rent

Setting up an internet store does not require entrepreneurs to rent a large shop or property. They can instead simply begin with the initial expense of web setup and upkeep, such as developing and maintaining a website.

- Global Recognition and Marketing

With the presence of numerous company titans, it is difficult for entrepreneurs to gain attention in the sector. They can, however, reach people and gain recognition through digital advertising.

- Improved Audience Personalisation and Targeting

For entrepreneurs, the online business provides several opportunities. They can collect a customer's purchasing patterns thanks to digital marketing and the online selling model. It comes in useful when running various customer retention activities like as loyalty programmes and personalised incentives. Entrepreneurs may track a customer's purchasing patterns from the start and understand market demand.

Topic 2: Building Your E-Commerce Web-shop

Building an ecommerce site may be simpler than you imagine. There are now ecommerce solutions that do most of the work for you, but you still need to understand what's offered and what your site needs. If you do enough research, you can make decisions that lead to a magnificent site that grows and evolves with you in the years to come.

E-commerce offers the advantage of overcoming geographical constraints.

Young entrepreneurs can reach consumers across the country and around the world through e-commerce. By operating a physical establishment, their service area is limited. Young entrepreneurs can gain a competitive edge over their regional rivals by using an e-commerce website to explore untapped markets and conduct international sales.

- No restrictions on opening hours

Another major advantage of e-commerce is that online stores operate 24/7, allowing potential consumers to access the website at any time. This eliminates any restrictions or limitations.

- Elimination of travel costs and time

Again, this is about time. Young entrepreneurs can allow customers to place orders through the online store with a few clicks of the mouse, eliminating the need to visit the physical store, wasting time, and travelling long distances. In addition, once the e-commerce site has been set up, young entrepreneurs do not have to spend an excessive amount of time running it.

- Lower costs

Advances in e-commerce platform technologies have made setting up and maintaining a low overhead e-commerce store a simple and inexpensive process. You are freed from the obligations of renting a store location, store design, inventory purchases, sales equipment, and many other expenses.

- Easy to display best-selling items

Another advantage of e-commerce businesses is that they allow young entrepreneurs to easily showcase their best-selling products. Promoting the right product categories and items on the website is critical to the success of the business. Often, too many products are displayed on a company's website, making it difficult for consumers to browse the entire range.

- Gathering customer data with ease

One advantage of doing business online is the simplified process of collecting, analysing, and responding to customer data. Young entrepreneurs need to have customer data if they are to prioritise the customer experience. Although most people are reluctant to provide their email address or phone number to bricks-and-mortar retailers, e-commerce allows business owners to easily obtain customer data for analysis, including name, mailing address and phone number.

In this link, there are 5 Ecommerce Success Stories that can inspire you, to read it.

5 Ecommerce Success Stories

Essential business skills for young e-commerce entrepreneurs

- Understanding web basics

Understanding web basics doesn't mean that young entrepreneurs need to be a programmer to build a successful online business, but they will need to learn some core web fundamentals to run the business successfully. Some key skills to learn include hosting basics such as domain registration, setting up name servers, using File Transfer Protocol, deep linking and URL redirection. In addition, learning HTML & CSS will go a long way in helping entrepreneurs make changes to their e-commerce website, add elements, and find broken pieces of code.

- Resourcefulness and problem-solving skills

Lack of assets, knowledge and resources are common, but young entrepreneurs are able to get what they need or figure out how to use what they've got to achieve their

business goals.

- Understanding the value of content

The ability to create high quality, value-added, search engine optimised content is key to running a successful online business in today's online environment. Content drives traffic builds trust and attracts new leads and customers for any business.

- Have good project management skills

There are many management skills that young entrepreneurs need to succeed in business. To create a successful and sustainable e-commerce platform, project management is an extremely important and essential skill.

Glossary of Terms

| Term	Definition[2]
E-commerce	E-commerce (electronic commerce) is the activity of electronically buying or selling products on online services or over the Internet.
HTML	HyperText Markup Language or HTML is the standard markup language for documents designed to be displayed in a web browser.
CSS	Cascading Style Sheets (CSS) is a style sheet language used for specifying the presentation and styling of a document written in a markup language.

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[2] Resource: Wikipedia

Exercise: Developing an Essential Marketing Strategy

A marketing strategy sets the general direction - but not the specific details - for a variety of marketing-related activities. Create a marketing strategy considering the key aspects indicator of effective e-commerce strategy:

As you develop your marketing strategy, you should focus on the traditional 7 P's of marketing:

- Product – how you satisfy customer needs

- Price – how much customers are willing to pay for your product

- Promotion – which channels you use to tell customers about your product

- Place – where you sell your product

- People – individuals who help sell your product to customers

- Packaging – how you present your product to the customer

- Process – how you deliver your product to customers

Tip: You can benefit from SMART Goals that is a strategy that includes goals stands for Specific, Measurable, Achievable, Relevant, and Time-Bound. Defining these parameters as they pertain to you goal helps ensure that your objectives are attainable within a certain time frame.
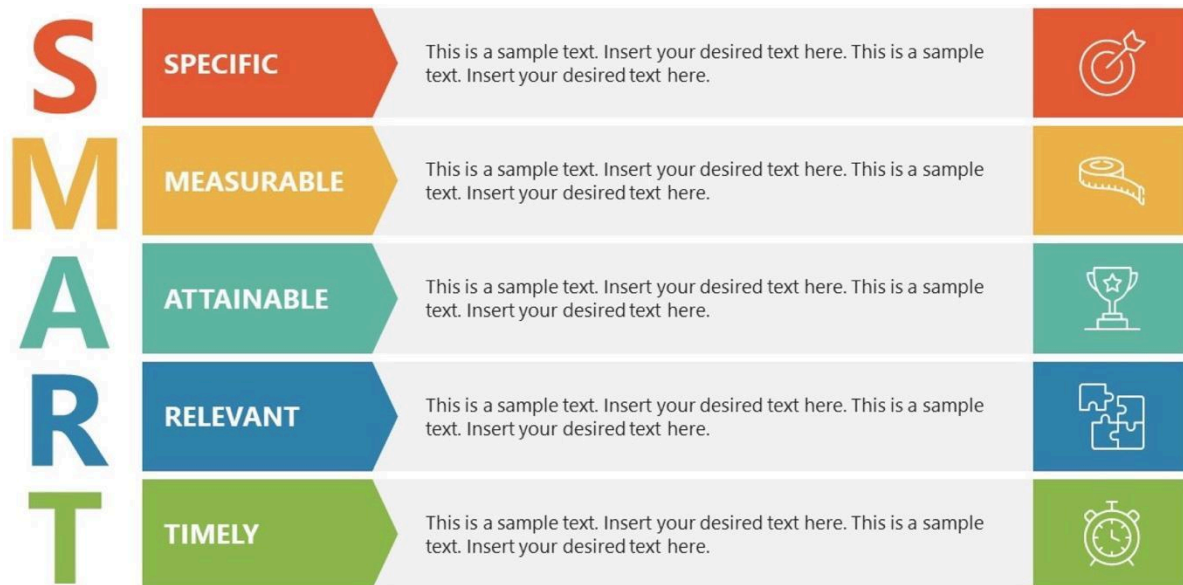
Use the SMART Goals template that can be downloaded through the link below.

[SMART Goals Template](#)

Checklist: Your Learning Outcomes

What I know on the subject of "Building Your E- Commerce Web-shop"		
#	**Theme/Question**	**YES / NO**
1	I know GDPR Compliance & Data Privacy	
2	I know Essential business skills for young e-commerce entrepreneurs.	
3	I understood SMART Goals	
4	I know advantages of e-Commerce for entrepreneurs.	

Resources for M2-LU2

https://mailchimp.com/resources/top-12-types-of-social-media-content-to-create/

https://www.semrush.com/blog/types-of-ecommerce/?kw=&cmp=EE_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=676606914707&kwid=dsa-2185834087336&cmpid=18361923498&agpid=157305243271&BU=Core&extid=105138959515&adpos=&gad_source=1&gclid=EAIaIQobChMIrsHq7diAhQMVdYdoCR3eLwlcEAAYAiAAEgJbVvD_BwE

Videos on M2-LU2

https://www.youtube.com/watch?v=Zzs6kLlkAUQ

Learning Unit 3 - Social Media Marketing & Content Strategy

Topic 1: Introduction into Social media marketing

Social Media Marketing is the practice of using social media channels to sell or promote a brand, product, or service. Social media marketing helps businesses:

- Increase brand awareness.
- Build engaged communities.
- Sell products and services.
- Advertise products and services to target audiences.
- Track performance and adjust larger marketing strategies accordingly.

How can it help you achieve your business goals?
- Some use it to increase brand awareness, while others use it to drive website traffic and sales.
- Moreover, social media can also help you generate engagement around your brand, create a community and serve as a customer support channel for your customers.

With 4.8 billion social media users worldwide – accounting for 59.9% of the global population – social platforms have become necessary hubs for gathering information, connecting with our friends and loved ones, and growing businesses.

The Top 5 Social Media Trends of 2024 that you can implement your social media strategy

1. Social media ecommerce will continue to grow. A quarter of marketers currently use the strategy of selling products directly through social media apps, and 50% of marketers plan to increase their investment in social selling in 2024.

2. Consumers glide into brands' DMs for customer service.
Looking ahead to 2024, 87% of marketers say they will maintain or increase their investment in using social media DMs for customer service.

3. AI-generated social media posts

The use of AI won't stop at customer service in 2024 - marketers will use AI to help them create engaging social media content, according to our research.

4. Content will remain king in 2024.

With influencer marketing on the rise, it makes sense that content marketing will continue to be a popular choice for marketers. After all, all influencers are content creators, although not all creators are influencers. Although content is king, it is important to prioritise the creation of quality content.

The 3 key pillars of an effective content strategy, which can be used as a reference guide when creating your content strategy.

- Aligning content with the consumer journey
- Choosing the right content format for effective delivery
- Measuring the effectiveness of your content strategy for better targeting

The content based on its purpose:

Educational Content
Content supported by facts can work wonders here and will appeal to the rational user and evoke a feeling of "Interesting" and "Exploratory".

Engaging Content
Engaging content has an emotional rather than rational appeal. It is the sort of content that is easily shareable. The positive emotions that it triggers are "Energetic" and "Stimulated".

Inspirational Content
Inspirational content uses an emotional rather than rational appeal and leaves the consumer with a "Happy" and "Valued" emotion.

Convincing Content
This content typically uses a rational rather than emotional appeal and triggers emotions like "Trusting" and "Safe".

Topic 2: Creating Social Media Marketing and Content Strategy

See video on: [7-Step Social Media Marketing Strategy](#)
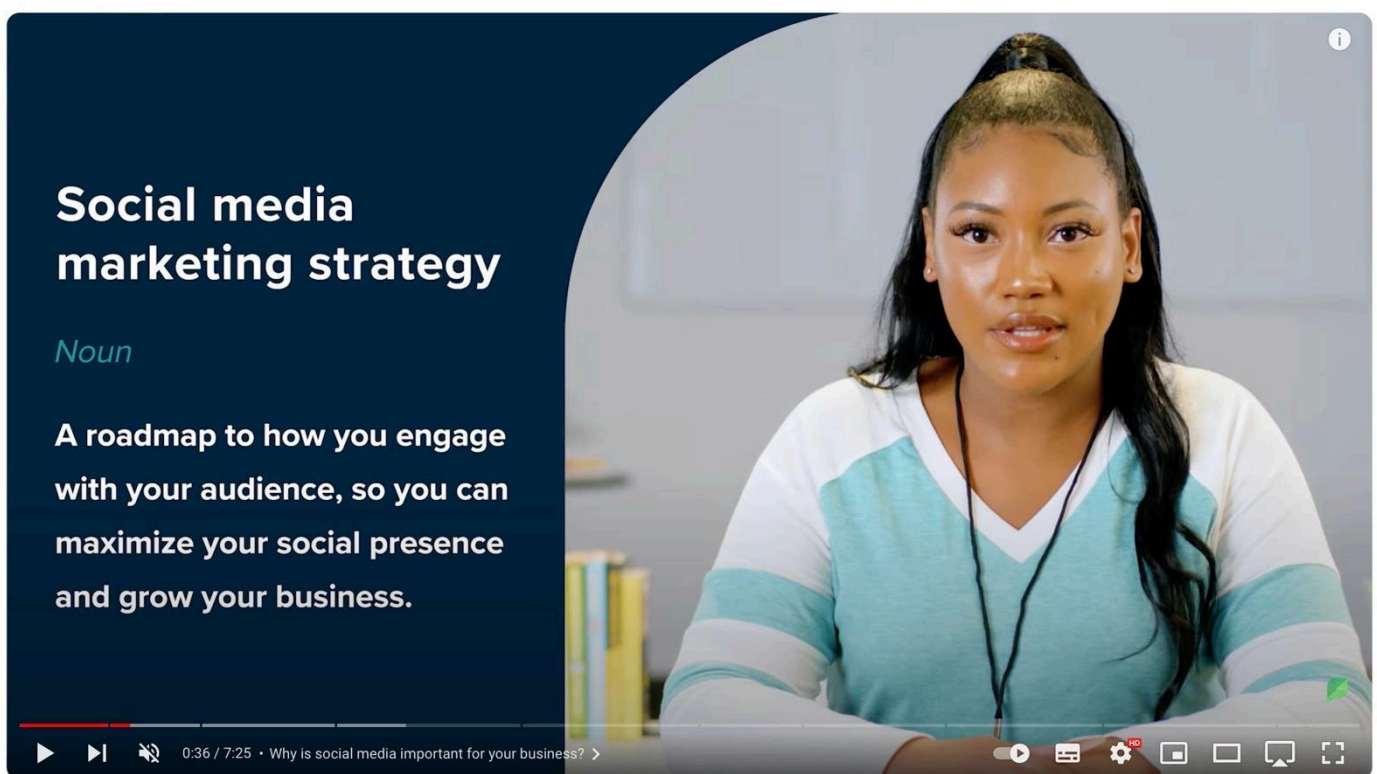
7-Step Social Media Marketing Strategy (and Guide)

It's important for you to develop a strategy before you jump into managing social media tools. The first questions you should ask yourself is:

- What do you have that is for customers, and how can you communicate it best?
- What have you to offer that nobody else can? How are you remarkable?
- What's unique / remarkable about your customer?

1. Learn about your audience.
Studying your audience can help you decide what types of posts will perform best. It

can also help you choose the right social media platforms to use. Not all businesses will be successful on all platforms. For example, some businesses tend to perform well on LinkedIn and Facebook, while e-Commerce brands perform well on Instagram and TikTok. Things you should identify about your target audience include:

- Age
- Gender
- Education
- Income
- Interests
- Geographical locations

Learning about your audience can help you develop buyer personas, allowing you to build a content plan that will increase engagement. Try one of these "What do you think about..." strategies:

Study their personality: Ask a question that invites people to share their opinion or comment on something. But then be ready to answer/comment as well.

Just ask: Just post a question. Asking your followers relevant, and timely questions creates some of the most engaging and thought-provoking social media activity.

2. Research Your Audience and What Platforms They Use

If your brand already does content marketing, you understand how important it is to define your audience before you start creating content. Audience research will guide what you post more than any other factor; Every post you create should engage them on some level. To do that, you need to know **what** will engage them. You can base that on what you know about them, such as their age, gender, income, job title or industry, etc., **or** you can find out directly from their mouths with methods like:

- Interviews (exchange emails or direct messages or talk to them)
- Social listening
- Surveys

The **major social media platforms** (recently) are,
- Facebook,

- Instagram,
- X,
- LinkedIn,
- Pinterest,
- YouTube and
- Snapchat

Instant Messaging Applications and Bots

WhatsApp and Messenger both have approximately 1 billion monthly active users and messaging apps are an ideal way to engage with customers who already use their phones to access the Internet on a regular basic.

Top Social Media Platform (the resource Top platforms)
- Instagram
- Facebook
- TikTok
- YouTube

3. How will you measure the success of your plan?
Measuring the success of a social media strategy involves tracking key performance indicators (KPIs) that align with your business goals and objectives. Here are some common metrics and ways to measure the success of your social media strategy:

Engagement metrics:
Likes, shares, comments, and reactions: Measure the level of engagement and interaction with your social media posts and content. Higher engagement indicates that your content is resonating with your audience.

Reach and impressions:
Reach: Measure the number of unique users who see your social media content. It indicates the size of your audience and the potential exposure of your content.
Impressions: Measure the total number of times your content appears on users' screens. It reflects the overall exposure of your content.

Follower Growth:

Track the growth in the number of followers or subscribers on your social media platforms. A steady increase in followers indicates a growing audience and brand awareness.

Conversion metrics:
Website traffic: Measure the amount of traffic driven to your website from social media platforms. Use tools such as Google Analytics to track referral traffic and conversion paths.

Social listening and feedback:
Monitor social media conversations, reviews and feedback related to your brand, products, or industry. Use social listening tools to gain insights, identify trends and address customer concerns or issues.

Glossary of Terms

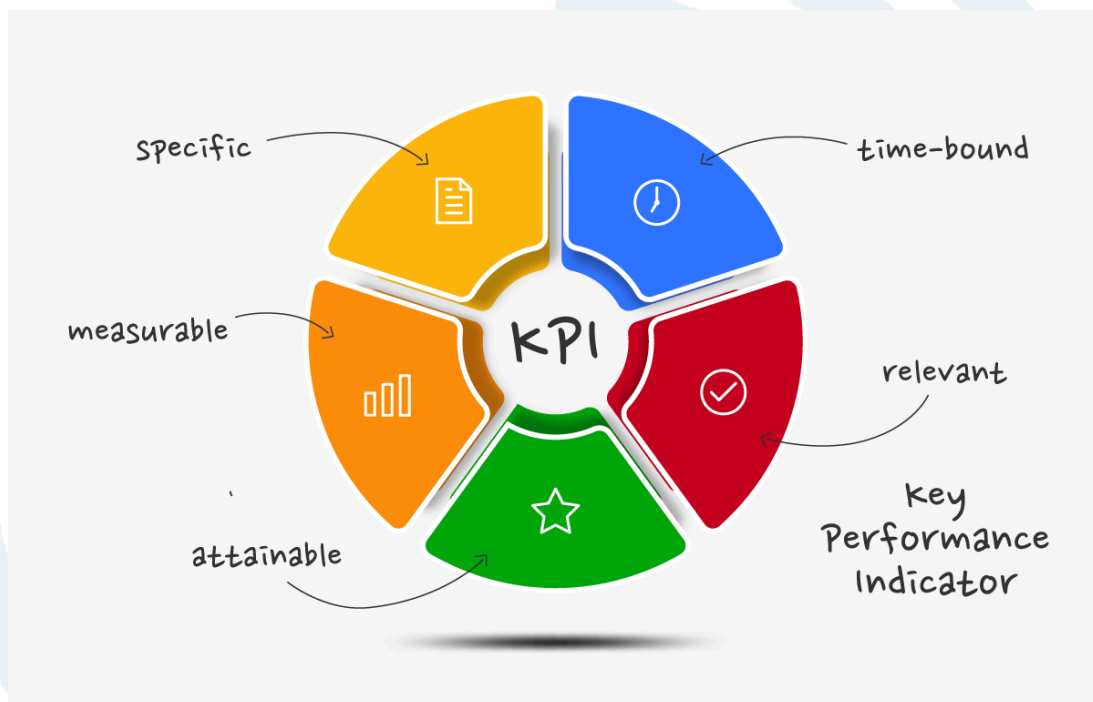| Term	Definition[3]
E-commerce	E-commerce (electronic commerce) is the activity of electronically buying or selling products on online services or over the Internet.
HTML	HyperText Markup Language or HTML is the standard markup language for documents designed to be displayed in a web browser.
CSS	Cascading Style Sheets (CSS) is a style sheet language used for specifying the presentation and styling of a document written in a markup language.

Exercise: Create social media marketing for your start-up company

You are planning to set up a start-up company called TechTide Innovations. This company provides innovative software solutions for small businesses to streamline

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[3] Resource: Wikipedia

their operations. Your task is to create a social media marketing plan and content strategy to increase brand awareness, drive website traffic and generate leads.

Key performance indicators (KPIs) are quantifiable measurements used to gauge a company's overall long-term performance.

The visual has been provided by the
https://www.salesbook.com/blog/what-are-kpi-key-performance-indicators-and-how-should-you-use-them-to-increase-sales/

Checklist: Your Learning Outcomes

What I know on the subject of "Social Media Marketing & Content Strategy"

#	Theme/Question	YES / NO
1	I can create Social Media Marketing & Content Strategy	
2	I can make Digital Advertising & Customer Acquisition	
3	I am aware of the indicators of social media strategy	
4	I know KPIs for creating social media marketing	

Resources for M3-LU3

https://www.semrush.com/blog/types-of-ecommerce/?kw=&cmp=EE_SRCH_DSA_Blog_EN&label=dsa_pagefeed&Network=g&Device=c&utm_content=676606914707&kwid=dsa-2185834087336&cmpid=18361923498&agpid=157305243271&BU=Core&extid=105138959515&adpos=&gad_source=1&gclid=EAIaIQobChMIrsHq7diAhQMVdYdoCR3eLwlcEAAYAiAAEgJbVvD_BwE

https://www.optimizely.com/optimization-glossary/marketing-strategy/

https://blog.hubspot.com/marketing/hubspot-blog-social-media-marketing-report#top-platforms

https://www.salesbook.com/blog/what-are-kpi-key-performance-indicators-and-how-should-you-use-them-to-increase-sales/

Videos on M2-LU3

https://www.youtube.com/watch?v=Zzs6kLlkAUQ

Bibliography – discover more

https://www.linkedin.com/pulse/customer-acquisition-digital-marketing-key-strategies-lakade-