Digital Marketing Tools is an interactive technical note which introduces students to the most important techniques of online marketing. An interactive chart shows the different areas of Marketing and their applications in the digital world. A final exercise challenges the students to elaborate their own digital marketing plan and a podcast with additional comments from the author complements the technical note.

The student will learn about different online marketing tools through:

- Definitions
- Implementation
- Best practices
- Video and photo examples
- Comments from the author
Digital Marketing Tools

An interactive chart provides a starting point for the analysis and shows the different marketing areas. All these areas are distributed in the chart according to the 4 P’s of marketing. Each tool is then explained in detail through a definition, implementation opportunities and best practices.
A final exercise in the form of a small “simulator” challenges students to carry out their own digital marketing plan. A short brief explains that the student is advising a friend’s company on choosing 10 different marketing tools out of a total of 30. The decision is restricted by a budget. Personalized feedback guides the student to the selection of the best alternatives.