Analytics and Metrics of Digital Marketing

H5P

Título: Analytics and Metrics of Digital Marketing

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Lugar de depósito: asignatura en aula virtual

Enlace a la asignatura: https://www.aulavirtual.urjc.es/moodle/course/view.php?id=223791

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UNIT 1. INTRODUCTION TO THE CONCEPT OF DIGITAL MARKETING ANALYTICS AND METRICS

Topic 1. Introduction to Digital Marketing Metrics and Analytics

Do you agree with the Digital First concept?

- Of course, we are super digital
- Yes, but where the personal is...
- The truth is, I wouldn't know what to say
- Not much, I think it's still more about the presence
- Not at all, analog forever

Topic 2. Neuroscientific basis of online consumer behavior

The customer journey is...

- No idea
- A marketer's invention that means nothing
- A concept that allows us to understand the phases through which the consumer passes when making a consumption decision
- The journey of the consumer in his relationship with the brand
- Simply a journey

Topic 3. Analysis and measurement tools for digital marketing

CTA are…

- I don't know
- Helps for the user to perform certain actions
- The acronym for call to action
- Important for improving SEO positioning
- Important for improving SEM positioning

UNIT 2. METRICS FOR DATA-BASED DECISIONES MAKING AND EVALUATION OF RESULTS

Topic 4. Metrics used in SEO and SEM

About Inbound Marketing, I know that…

- Not much
- It is the same as content marketing
- It is based on content to attract the target
- It is closely related to the concept of the conversion funnel
- Discards mass advertising in favor of relevant content for the target

Topic 5. Metrics used in email marketing and social media

The concept Second Screen refers to…

- Consumers are using different platforms simultaneously on multiple devices
- Consumers comment on events in real-time
- It is a virtual reality game
- The second screen used by digital marketers
- Navigating the deep web in stealth mode

Topic 6. Metrics used in mobile and apps

What is Mobile First?

- That we are super digital
- That our social relationships take place through our mobile devices
- Web development as of the screen of a cell phone and from there resizes to other formats
- It is synonymous with responsive
- Devices such as wearables or Smart home

Topic 7. Metrics used in e-commerce

From the KPIs, I know that...

- They are indicators to measure the achievement of objectives
- They are the same for all companies
- They enable data-based decision-making
- I don't know anything
- I love the idea of being able to measure

UNIT 3. THE DIGITAL DASHBOARD

Topic 8. Digital Dashboard

About using R in digital marketing I think that...

- It is really a bore
- It made me want to sleep like a log
- It sounds really cool
- I will learn to programm sponger
- It made me want to crawl under the couch