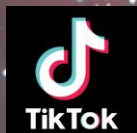


MOBILE APPS

- **TIKTOK**- Used by many content creators to sell products and advertise
- **FACEBOOK**- online media and social networking platform.
- **EMAIL**- digital mailing system used for multiple uses including marketing



DO YOU WANT A CAREER IN DIGITAL MARKETING???

BE A PART OF THE FUTURE

ADOBE – software apps

- **PREMIERE PRO**- A software tool used for editing videos and other digital content.
- **PHOTOSHOP**- Fix flaws and swap backgrounds etc on photos and images with ease.
- **ILLUSTRATOR**- A software tool used by digital artists and designers.



DIGITAL MARKETING JOB ROLES

- -Content Marketing
- -Search Engine Optimisation
- -Advert based targeting
- -Pay per click targeting
 - -Email listings
- -Social Media engagement influencers



GET TO KNOW

GOOGLE ANALYTICS- A free software tool used to monitor and track consumer traffic to sites and pages. It can tell you how visitors you've had to a specific site with times and time periods.

