

PROVA ORALE DEL 08/03/2023 – TRACCE ESTRATTE

BUSTA 1

- Cosa si intende per georeferenziazione
- Il candidato illustri qualche strategia per ottenere un migliore posizionamento nei motori di ricerca di una pagina web
- Data la serie di dati tabellati il candidato effettui un ordinamento crescente dei dati
- Inglese parte A

Fostering Innovation, Integration and Inclusion Through
Interdisciplinary Practices in Management

Digital Marketing: A Review

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"Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium."

Digital marketing methods such as Search Engine Optimization (SEO), Search Engine Marketing (SEM), Content Marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games are becoming more common in advancing technology. Digital marketing now extends to non-Internet channels that provide digital media, such as mobile phones (SMS and MMS), callback, and on-hold mobile ring tones.

II. A shift of Marketing from Traditional to Digital:

The development of digital marketing is inseparable from technology development. In 1971, Ray Tomlinson sent first email and his technology set the platform to allow people to send and receive files through different machines. In the

ABSTRACT

Digital marketing is the marketing of products or services using digital technologies, mainly on the Internet, but also including mobile phones, display advertising, and any other digital medium. Digital marketing's development since the 1990s and 2000s has changed the way brands and businesses use technology for marketing. As digital platforms are increasingly incorporated into marketing plans and everyday life, and as people use digital devices instead of visiting physical shops, digital marketing campaigns are becoming more prevalent and efficient. This paper mainly focuses on conceptual understanding of digital marketing, how digital marketing helps today's business and some cases in the form of examples.

KEYWORDS: media, key performance indicators, mail, search engines, consumers

INTRODUCTION

I. What is Digital Marketing?

Digital marketing encompasses all marketing efforts that use an electronic device or internet. Businesses leverage digital channels such as search engines, social media, email and their websites to connect with current and prospective customers. This can also be referred as 'online marketing', 'internet marketing' or 'web marketing'. Digital marketing is defined by use of numerous digital tactics and channels to connect with customers where they spend much of their time: online. From website to business's online branding assets - digital advertising, email marketing, online brochures, and beyond -- there's spectrum of tactics falling under the umbrella of "digital marketing."

1980s, storage capacity of computer was already big enough to store huge volumes of customer information. Companies started choosing online techniques, such as database marketing, rather than limited list broker. This kind of databases allowed companies to track customers' information more effectively, thus transforming relationship between buyer and seller. However, the manual process was not so efficient.

In the 1990s, the term Digital Marketing was first coined, with debut of server/client architecture and the popularity of personal computers, the Customer Relationship Management (CRM) applications became significant part of marketing technology. Fierce competition forced vendors to include more service into their software, for example, marketing, sales and service applications. Marketers were also able to own huge online customer data by e CRM software after the Internet was born. Companies could update the data of customer needs and obtain the priorities of their experience. This led to first clickable banner ad being going live in 1994, which was the "You Will" campaign by

BUSTA 3

- Cosa sono le carte tematiche e faccia un esempio di carta tematica
- Il candidato illustri una procedura per caricare un'immagine o un filmato in una pagina web
- Creazione di un paragrafo contenente una lista puntata
- Inglese parte C

**Per ordine del Presidente
F.to il Segretario
Ing. Riccardo Elio Esposito**