



Youngpreneurs

KA220-YOU - Cooperation partnerships in youth



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Aim of Module

To explore the world of digital marketing and learn how to reach target groups and staying consistent on social media.

The module will cover effective strategies on platforms like Instagram, TikTok, and Facebook, aligning with the research findings on the importance of digital media for business promotion.



Learning Outcomes



Ability to develop a broad understanding of digital marketing strategies and their practical implementation



Ability to create and manage digital marketing campaigns that generate engagement and quantifiable results



Increased online visibility and engagement via the successful use of digital marketing

Key Learning Elements



Social Media Marketing

Refers to the use of social media platforms and websites to promote a product, service, or brand. This form of marketing involves creating and sharing content on social media networks in order to achieve marketing and branding goals.



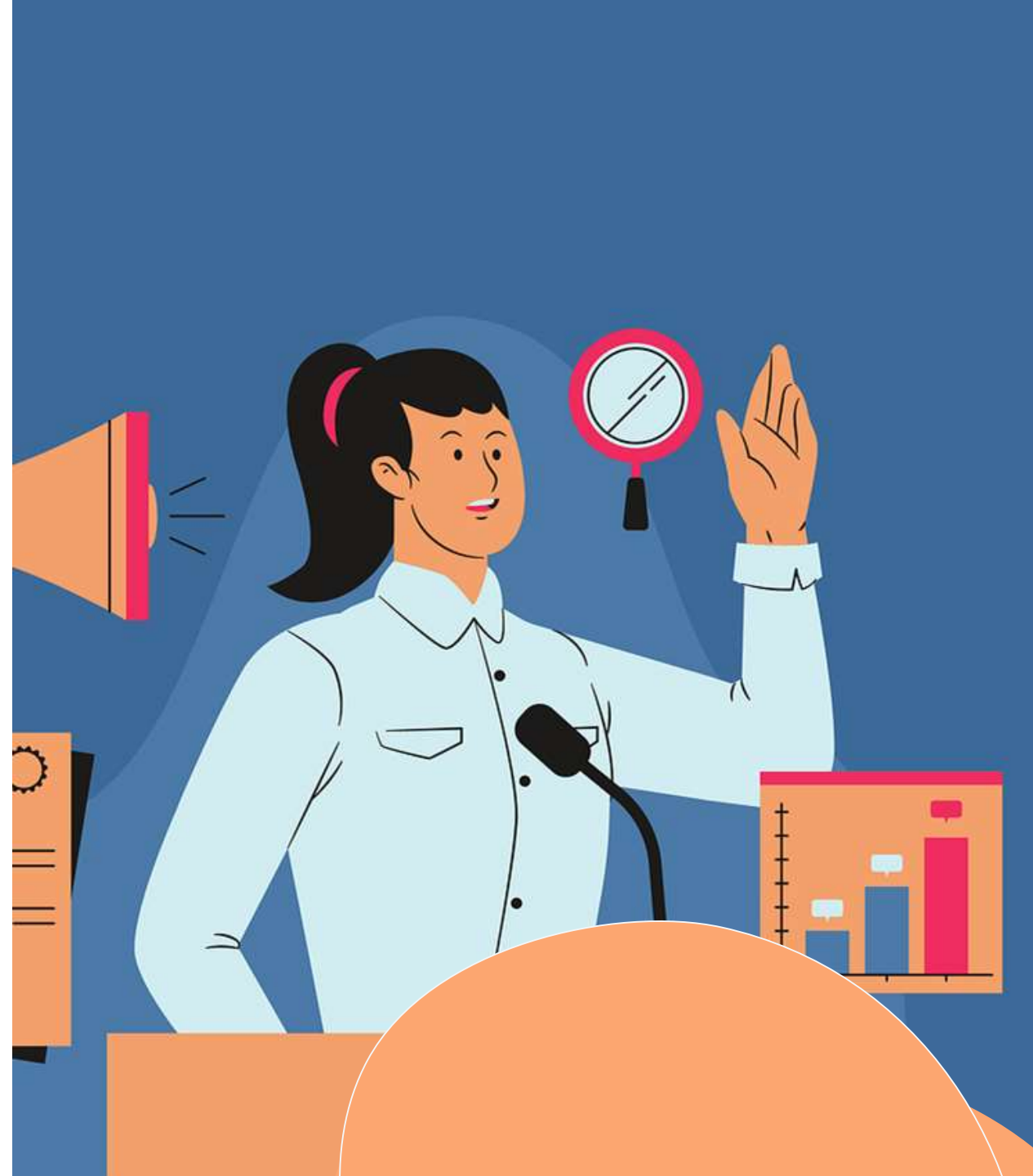
Key Components of Social Media Marketing

1. **Content Creation and Sharing:** Developing high-quality, engaging content tailored to the interests and preferences of the target audience.
1. **Audience Engagement:** Interacting with followers through comments, likes, shares, and direct messages to build relationships and foster community.
1. **Advertising:** Utilising paid advertisements on social media platforms to reach a broader and more targeted audience.
1. **Analytics and Measurement:** Tracking and analysing performance metrics such as engagement rates, reach, impressions, and conversions to assess the effectiveness of social media strategies.
1. **Strategy Development:** Creating a comprehensive plan that outlines objectives, target audience, platform selection, and content mix.



Influencer Marketing

Is a type of marketing that involves using the reach and influence of individuals who have a substantial following on social media, or other online platforms, to promote products, services, or brands. These individuals, known as influencers, have built a dedicated and engaged audience, and their endorsements or recommendations can significantly impact the purchasing decisions of their followers.



Steps to Implement Influencer Marketing

1. **Set Clear Goals:** Define what you want to achieve (brand awareness, increased sales, or website traffic)
1. **Identify the Right Influencers:** Look for influencers whose audience demographics align with your target market and whose values match your brand.
1. **Establish a Budget:** Determine how much you are willing to invest in influencer marketing.
1. **Develop a Campaign Strategy:** Decide on the type of campaign, content format, and platforms to use.
1. **Reach Out to Influencers:** Contact influencers with a clear proposal and outline the campaign details and expectations.
1. **Create and Share Content:** Collaborate with influencers to produce and share the agreed-upon content.
1. **Monitor and Measure Performance:** Track key metrics such as reach, engagement, website traffic, and sales to evaluate the campaign's success.



Content Creation

Approach that prioritizes content and its dissemination to achieve desired goals. This strategy focuses on sharing value and information with one's audience in an effort to build a dialogue and retain target users.

Why content creation is important ?

- Content creation is the base for building a deeper and more lasting relationship between companies and their customers: it increases brand value recognition and attests to the company's ability to meet demand
- The demand for quality content has become more evident and pressing as users' consumption habits have changed, due in part to the high availability of technology and the digitization of more businesses.



Content creation process

1. Planning.

At this stage, formats and distribution channels are chosen.

For this is important to analyze all aspects that influence the decision of what and how the content will be processed. The short- and long-term goals of the strategy, the target audience, the publishing schedule, and the keywords are defined

2. Development

Presentation of information and messages in the best way to attract the ideal customer.

To work, content creation must be methodical.

3. Distribution of the contents on the various platforms selected: website and social media platforms such as Facebook, Instagram, and Twitter.

It is very important that content publication follows a regular plan of action.

4. Analysis

Measurement of results generated on the different platforms. Analysis helps to understand whether the strategy is working.

Case Studies



Benedetta Arese Lucini

Benedetta Arese Lucini is the co-founder of ***Oval Money***, an innovative startup that combines ***financial technologies*** and ***digital marketing strategies*** to help users better manage their personal finances. Prior to Oval Money, Benedetta worked as General Manager for Uber in Italy, where she acquired a deep understanding of digital marketing and business management.



Source: <https://startupitalia.eu/tech/>



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Benedetta Arese Lucini

The case history of Benedetta Arese Lucini is particularly relevant as an example of **female leadership** in a sector, the technology sector and particularly fintech, traditionally dominated by men. Her ability to successfully lead and scale a technology company is inspiring and offers an important role model for other women in the sector.

Strengths:

- Strategic Vision
- Digital marketing expertise
- Leadership and team management skills



Benedetta Arese Lucini - Oval Money

The story of Benedetta Arese Lucini and Oval Money is emblematic of her **innovative approach** to **fintech**, the social impact of her work and her success in navigating a complex field with strong female leadership.

These elements make it a valuable and iconic case study for anyone interested in digital marketing, financial technology and female entrepreneurship.



Source: <https://ilsole24ore.com>

Case Study 1 - Benedetta Arese Lucini

Reflection questions related to case study

- What personal characteristics do you think have been decisive for Benedetta Arese Lucini's success in the fintech field?
- How can Benedetta Arese Lucini's leadership example inspire other women to pursue careers in technology?
- How did Benedetta's education and previous experience influence her business strategy and the success of Oval Money?
- What strategies could be adopted by other entrepreneurs to replicate Benedetta's success in digital marketing and fintech?



Rossella Migliaccio - Image consultant

Rossella Migliaccio is an entrepreneur, author and image expert. After graduating and gaining experience in the world of **advertising** and **fashion publishing**, she obtained her international certification as an **Image Consultant** in London. She founded the **Italian Image Institute**, the first institute in Italy dedicated to image consulting, and launched the innovative Armocromia® smartphone application. In 2022 he hosted his first television programme Revolution.



Source: <https://italianimageinstitute.it/>



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Rossella Migliaccio

Digital marketing strategies used:

➔ **Conscious and differentiated branding:** Rossella has built a distinctive personal brand based on her expertise in image and personal branding, standing out in a crowded market.

➔ **Strategic use of Social Media:** He uses platforms such as Instagram, and YouTube to share content that educates and inspires her audience, demonstrating the practical application of his teachings in improving personal image.

➔ **Webinars and online courses:** She has expanded her educational offerings through online courses and webinars to reach a global audience, consolidating her reputation as a leader in her field.

➔ **Collaborations and partnerships:** She regularly collaborates with fashion and lifestyle brands to show the practical application of her style advice, further increasing her visibility and impact.



Rossella Migliaccio



Rossella Migliaccio has managed to turn her passion and expertise into a successful business that not only generates profit, but also helps individuals build a stronger and more intentional presence both online and offline. Her ability to connect with a large and diverse audience via digital platforms is a clear indicator of her success in digital marketing.

Strengths:

★ **Holistic approach to personal branding:** Rossella's unique and holistic approach to personal branding, combining fashion, psychology and communication, offers distinctive added value.

★ **Educational leadership:** With her educational and training activities, Rossella not only expands her business but also contributes significantly to the personal and professional growth of her audience.



Source: <https://www.corriere.it/>



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Case Study 2 - Rossella Migliaccio

Reflection questions related to case study

- How can the holistic approach to personal branding adopted by Rossella be applied to other professional sectors?
- Which digital marketing techniques have been most effective for Rossella in reaching and engaging her target audience?
- How does Rossella Migliaccio use personal branding to stand out in a competitive market?
- How do the webinars and online courses offered by Rossella contribute to your overall digital marketing strategy?



Activities



Activity 1 – Digital competitive analysis

Activity objective

This activity is aimed at developing skills in online competitive analysis, enabling participants to better understand the position of their business in the digital context compared to competitors.

Expected Result

Participants will be able to conduct a competitive analysis in the digital context and use the information gathered to improve their digital marketing strategy.



Activity – Digital competitive analysis



Steps to follow:

- 1 Selecting competitors:** Choose three to five main competitors in your industry that have a strong online presence.
- 2 Digital channel analysis:** Examine how these competitors use their digital channels, including websites, social media, and online advertising campaigns.
- 3 Best practice identification:** Identify which digital strategies and tactics work well for these competitors, such as effective use of content, promotions, or social media interactions.
- 4 Assessing opportunities:** Determine which competitor strategies can be adopted or improved for your own business.



Activity 2 – Creating a social media campaign

Activity objective

The aim of this activity is to develop participants' practical skills in creating, managing and analysing a social media marketing campaign.

Expected Result

Participants will gain a practical understanding of how to plan and implement a social media campaign, as well as knowing how to analyse and use data to optimise future campaigns.



Activity – Creating a social media campaign



Steps to follow:

- ➔ **Target audience identification:** Define clearly the target audience of your content.
- ➔ **Topic mapping:** Develop a map of themes and topics that interest your audience, based on market research and customer feedback.
- ➔ **Editorial schedule:** Create an editorial calendar that schedules the production and publication of content on various channels (blog, social media, newsletter).
- ➔ **Measurement of success:** Use analysis tools to track content engagement, website traffic and other key metrics. Use this data to refine strategy and improve future content.



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Additional Resources



Additional Resources

How to create
an editorial
plan

<https://coschedule.com/blog/editorial-strategy-template>

Tools for
measuring
success

<https://blog.hootsuite.com/social-media-analytics/>

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Our Partnership

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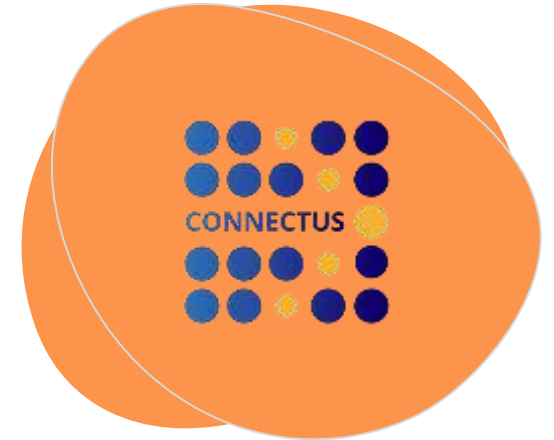
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