unihorizontes

Disciplina: Seminário Temático: Marketing Digital

Ementa: Conceitos, classificações e aplicações sobre e-Branding (imagem e notoriedade da marca no meio digital, branded content, Gerenciamento de crises, Reputação e notoriedade no meio digital), User e Consumer experience (Engajamento e Personalização, Centralidade no Cliente, Jornada do consumidor, Gerenciamento de CRM digital, Design thinking), Transformação Digital e Inteligência de Mercado (Estratégias online, co-inovação, open innovation, Digitalização, Growth hacker, Machine learning, Internet das Coisas, Realidade Virtual), Design systems (Coerência e Otimização de produtos digitais, Elaboração de campanhas, Redação e difusão de anncios, Copywriting, Omnichannel), KPI – Key Performance Indicator (indicadores-chave, desempenho e acompanhamento, leads, Tráfego, Custo de aquisição e conversão), Analytics (Métricas de marketing digital, Google ads), Influência e Viralização (Digital Influencer, Comunicação humanizada, Storytelling, Snack content, Desenvolvimento de programas), Social ads e Social Selling (Publicidade e Propaganda nas mídias sociais, Conversão de clientes, Acompanhamento de clientes, Inbound Marketing), Estratégias de Marketing Digital (SEO - Search Engine Optimization, SEM - Search Engine Marketing, SMM - Social Media Marketing, SMO - Social Media Optimization, RGDP – Regulamento Geral de Proteção de Dados), Mídias Sociais (Instragram, Facebook, Whatsapp, Youtube, Linkedin, Twitter, Tikotok).

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