

- A.Explain the concept of networking as used in online work.
- B. Discuss how you can increase your network as a digital marketer
- C. Describe key features you would consider when selecting an influencer for your company.

Concept of networking in online work

Networking refers to expanding and developing social networks and business relationships through online communication channels and platforms like linkedin ,facebook etc

How can one increase network as a digital marketer

- Be aware of the latest trends - you should pay attention to new trends not only in the market but also in social media channels . Should understand how emerging technologies and trends impact the company .
- Improve on personal branding -
- Seeking feedback -As a digital market you should always seek feedback from fellow colleagues so as to expand one's knowledge or to make improvements .
- Getting out of your comfort zone -There is a need to go into the world to meet people in different professions who are in the same career field with you .This include attending relevant events so that you can see what you want to do in action and visit different site like social media channels to improve your understanding .
- Adaptability -As a marketer you should be flexible enough to adapt quickly in different situations since the marketing industry changes from time to time .

Features to consider when selecting an influencer for your company.

- Goals of your company
- Your company values and policies
- Rate to be charged
- Authenticity
- Content quality - information of the influencer