**Digital Marketing – Comprehensive Final**

**Study Guide**

The following is a comprehensive, though not necessarily all-inclusive, list of core concepts to review ahead of your Digital Marketing final exam!

**Unit #1 (Digital Marketing, Web, Content Marketing, SEO)**

* Digital Marketing Definition/Meaning
* Google’s Algorithm
* Perspective on Keywords in SEO
* Internal Linking Structure
* On-Page vs. Off-Page SEO
* Links and Link-Building
* Google’s Search Engine Goals
* BlackHat SEO
* Blog Role/Benefits
* Blog Content Strategies
* Scannability
* Jay Baer Quotes
* Rand Fishkin
* Online vs. Journalistic Content Writing

**Unit #2 (Social Media Marketing)**

* SMM Objectives
* Role of Hashtags
* Millennial Usage
* Distinct YouTube Benefit(s)
* Pinterest/LinkedIn for B2C/B2B
* How to Grow Followers on Twitter
* Newsjacking
* Pinterest User Base Data
* Social Media Strategy
* Snapchat vs. Instagram Audiences
* Reddit
* Benefits of Pinterest
* Live-Streaming Interest

**Unit #3 (CRM, Email, Mobile and Digital/Online Advertising)**

* Meaning of Customer Relationship Management
* Benefits of CRM
* Goals of CRM
* Customer Pyramid vs. 80-20 Rule
* Analytics
* State of Email Marketing
* Retargeting
* State of Mobile Marketing
* Mobile Marketing Benefits
* Time Spent on Mobile Devices
* Programmatic vs. Direct Buy
* Affiliate Marketing
* Interstitial Ad Placement
* Big Data
* CRM Applications (Front-End)
* CRM Security/Privacy Concerns
* Desktop vs. Traditional Conversion Rates