**Beginner Digital Marketing: Foundations**

**Chapter Objectives:**

1. **Digital Landscape Literacy**  
   → *Identify core digital marketing channels*  
   → *Explain Ethiopia's digital ecosystem challenges/opportunities*  
   → *Recognize current trends (short-form video, social commerce)*
2. **Content Creation & Distribution**  
   → *Apply AI tools (Canva/ChatGPT) for content creation*  
   → *Design platform-specific content calendars*  
   → *Execute basic social media scheduling (Buffer/Hootsuite)*
3. **Social Media Execution**  
   → *Set up business profiles (Facebook/Instagram/TikTok)*  
   → *Implement engagement tactics for community growth*  
   → *Utilize Instagram Shops/WhatsApp Business API*
4. **Freelancing Foundations**  
   → *Optimize LinkedIn profiles for visibility*  
   → *Navigate Upwork bidding systems*  
   → *Apply safe cross-border e-commerce practices (AliExpress)*

**Major Concepts**:  
Digital Ecosystem | AI Content Tools | Platform Algorithms | UGC | Social Commerce