

## **Day 4: Digital Trends & Characteristics (Unit I)**

**Lesson Goal:** Understand the essential characteristics of a strong digital presence and analyze modern trends like Influencers, Long-form content, and SMS messaging.

### **1. SMS Messaging (Mobile Marketing)**

- **Purpose:** Companies and nonprofit organizations use SMS (or text messages) to send information about their latest promotions or give opportunities to willing customers.
- **High Engagement:** As technology has advanced, many text-to-give campaigns allow customers to directly pay or give via a simple text message.

### **2. Key Digital Marketing Trends**

- **Influencer Marketing:** This is the practice of using an influencer's image and goodwill to promote and advertise a brand's product or services.
  - **Persuades audience:** Influencers have a loyal fanbase, meaning they can sway the audiences quickly.
  - **Increases trust:** Many brands use influencer marketing to increase brand awareness and amplify their social media presence.
- **Long-form Content:** This is a subset of content marketing that consists of blog posts or articles of more than 3000 words.
  - **Goal:** To increase visibility, industry expertise, and customer engagement.
  - **Benefits:** Increases traffic on the website and leads to a high ranking on search engine.
- **Social Media Shopping:** The integration of social media and e-commerce has opened doors for an online marketplace. This is an effective way to make your products available while interacting and engaging with customers.
- **Progressive Web Pages (PWP):** These are online websites that perform the functions of a mobile application. They load faster than other sites, send push notifications, and are accessible offline.