

## **Day 18: Reputation, ASO, and Career Paths (Unit V)**

**Lesson Goal:** Finalize the course by defining reputation management, understanding mobile app optimization, and reviewing potential career specializations.

### **1. Reputation Management in Digital Marketing (ORM)**

- **Definition:** The practice of monitoring and managing a brand's image using online tactics.
- **Key Media Categories to Monitor:**
  - **Owned Media:** The brand's own website, social media, and blog.
  - **Earned Media:** Coverage or mentions the brand has earned on other websites, blogs, or review sites (e.g., Trust Pilot).
  - **Shared Media:** Social listening—keeping tabs on what people are saying about your brand on social media.
  - **Paid Media:** Monitoring other brands' paid advertising if they are attempting to affect your reputation.

### **2. App Store Optimization (ASO)**

- **Definition:** The process of optimizing mobile apps to rank higher in an app store's search results. Increased visibility tends to translate into more traffic to the app's page.
- **Main ASO Factors:**
  - **App Name/Title:** Should include the keyword with the heaviest search traffic.
  - **Keywords:** Must be relevant and used most often by your target audience.
  - **Total number of downloads and Ratings and reviews.**

### **3. Digital Marketing Career Options**

- **Search Engine Optimization (SEO) Specialist:** A high-demand role due to the surge in online businesses. The career path moves from SEO Executive to SEO Strategist/Director.
- **Pay Per Click (PPC) Professional:** Demands an individual to be analytical and good with numbers, with the end goal of having the optimal ROI from online marketing efforts.

- **Social Media Marketing (SMM) Executive:** Manages all social media channels and campaigns to engage with the right audience, creating a loyal customer base.