

CERTIFICATE OF PARTICIPATION

iversity hereby certifies that **Jens Peter Vorderwülbecke** has participated in the following course from August 2020 to August 2020:

Digital Marketing – Strategies & Channels

The participant learnt about the latest changes in digital marketing, the different strategies, tactics and channels effective marketers use and how to apply them to the business. In particular:

- Marketing approaches: How to use content, experience or engagement marketing to attract and develop customers.
- Catalysts & Amplifiers: What is Context & Real-time Marketing, Influencer Marketing or Targeting & Remarketing.
- Social Media: How to use Facebook without organic reach and how to tackle search engine marketing and Youtube.
- Native and email advertising vs. social media, in particular, Snapchat, Instagram and Twitter.

About Hochschule der Medien

Stuttgart Media University brings together the combined know-how of the former University of Printing and Media and the University of Librarianship and Information. It covers a broad spectrum of media expertise: from printed media to electronic media, from mass media and media theory to media production.



iversity.org is a higher education online platform, enabling a global community of learners to study with excellent professors from all over the world. This certificate does not affirm that the student was enrolled at the mentioned institution(s) or confer any form of degree, grade or credit. The course did not verify the identity of the student.