

Certificate of participation

iversity hereby certifies that **Bettina Schreiner** has participated in the following course from August 2019 to September 2019:

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.



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