



COMMUNICATION AND DIGITAL MARKETING

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Let's Talk Brands!

Activity (5 min):

Name a brand you like and describe it in three words

sport



freedom

Coca-Cola

innovation

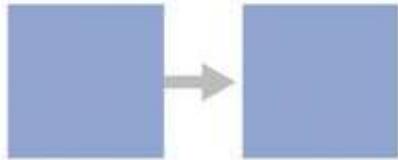
ZARA

fashion

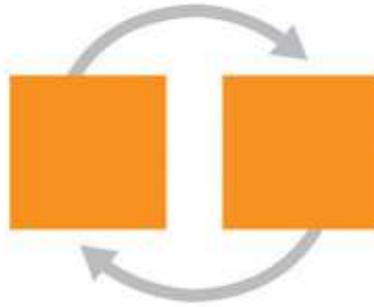
Google

MODELS OF COMMUNICATION

LINEAR



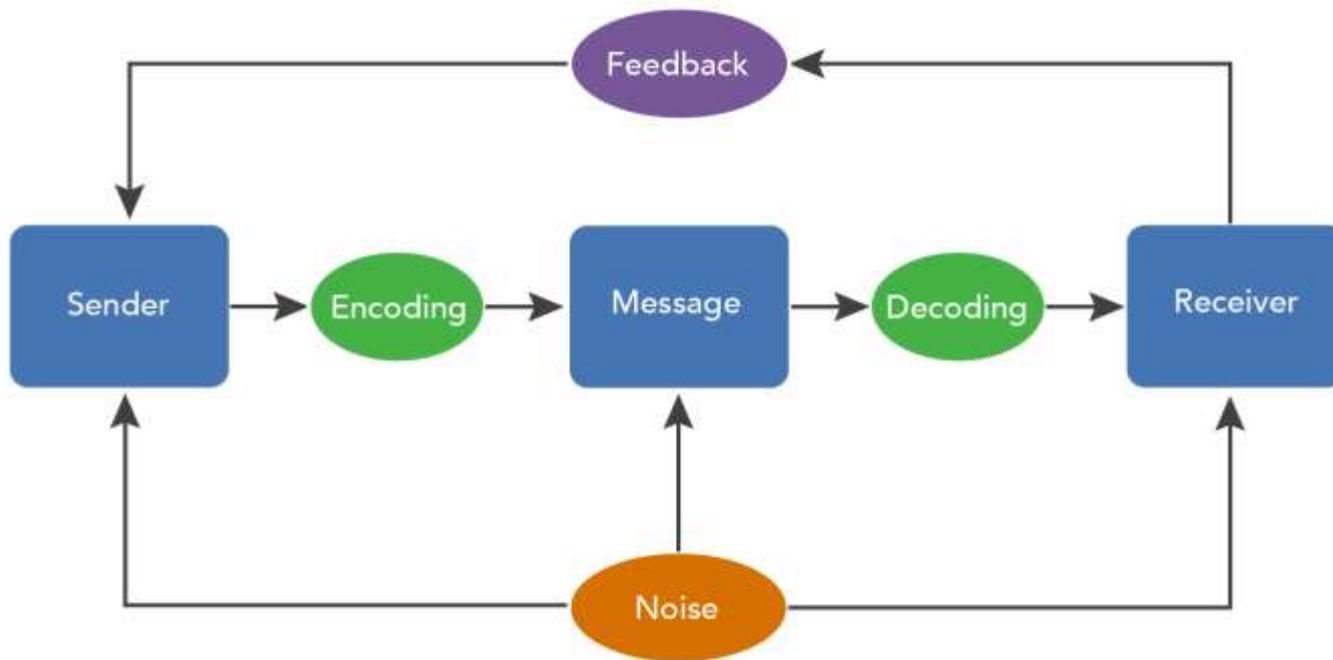
INTERACTIONAL



TRANSACTIONAL



PROCESS OF COMMUNICATION





GAME



SENTENCE

Maria painted a bright rainbow on
the gray wall outside.



<https://www.youtube.com/watch?v=xajzdYpxBZY>

Job interview simulation

- Exercise – **30min**



Position: Sales
Company: Sport Vision
Deadline: 30.12.2025

Position: Controlling Specialist –
Cost Control
Company: ProCredit
Deadline: 18.12.2025



ProCredit
H O L D I N G



Position: Marketing
Company: Kolid foods
Deadline: 15.12.2025

Position: Manager
Company: Kapri
Deadline: 17.12.2025



Position: Telecommunications Network
Technician
Company: A1
Deadline: 20.12.2025



Position: Project Manager
Company: Miro Foundation
Deadline: 16.12.2025



Position: Specialist doctor -
Ophthalmologist
Company: Promedika
Deadline: 17.12.2025

Position: Project Manager
Company: Draexlmaier
Deadline: 28.12.2025





SCAN ME



Eye-Opening Digital Marketing Statistics

- ❖ People spend an average of **6 hours 37 minutes** online daily (global average).
- ❖ **82%** of consumers research a product online before purchasing.
- ❖ Video content is **1200%** more successful than text + images combined.
- ❖ Mobile devices generate over **60%** of global web traffic.
- ❖ Users form an opinion about a website in **0.05 seconds**.
- ❖ Social media influences buying decisions for over **71%** of consumers.
- ❖ Email marketing has an **ROI of 4200%** (every \$1 returns \$42 on average).
- ❖ SEO drives **300%** more traffic than social media.

70-20-10 rule

70%

Value Content

Educational, informative, helpful posts that give value to the audience.

20%

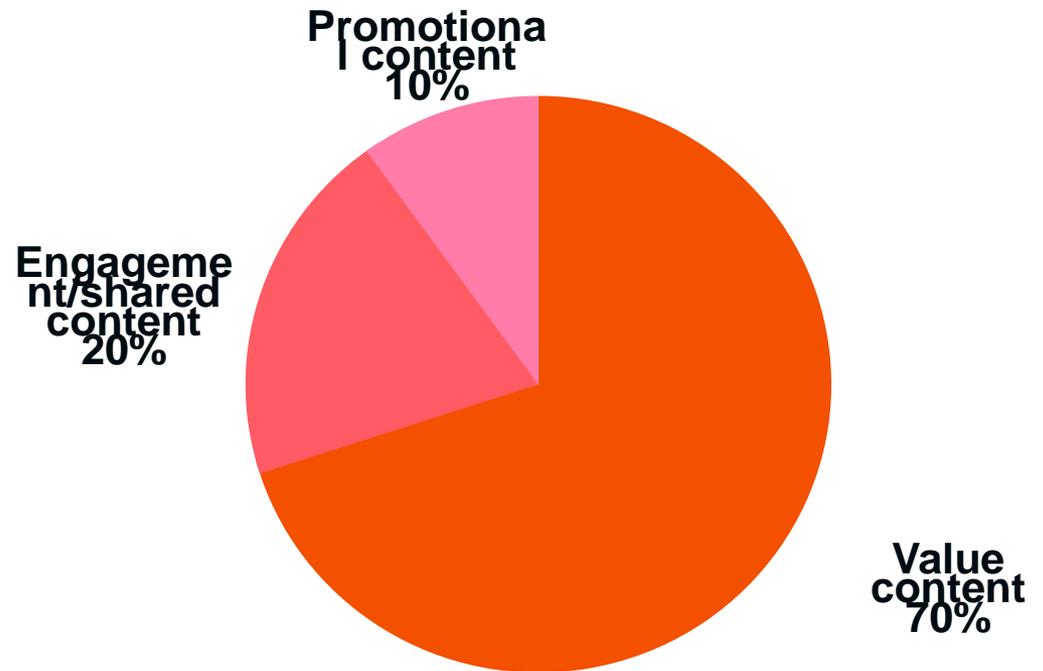
Engagement/Shared Content

Community posts, user-generated content, shared articles, collaborations, fun posts.

10%

Promotional Content

Sales, product pushes, discounts, sign-ups.



Example: Social media content calendar

May 2023						
SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
30	Holiday-Themed Post about May Day <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a post featuring an inspirational podcast or TED talk <input type="checkbox"/> Scheduled on [platform]	Promotional Highlight a product or service your business offers that solves a common problem <input type="checkbox"/> Scheduled on [platform]	Interactive Start an online discussion with an industry leader [tag them in your post] <input type="checkbox"/> Scheduled on [platform]	Holiday-Themed Post about Cinco de Mayo <input type="checkbox"/> Scheduled on [platform]	Evergreen Highlight what makes your product or service unique from competitors <input type="checkbox"/> Scheduled on [platform]
Educational Talk about something that is affecting your industry <input type="checkbox"/> Scheduled on [platform]	Fun Share a "guess the price" post featuring a unique or rare product or service <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a "never stop learning" post featuring a message of continuous learning and growth <input type="checkbox"/> Scheduled on [platform]	Promotional Post user-generated content [images of customers owning/using your products] <input type="checkbox"/> Scheduled on [platform]	Interactive Ask your followers to share their favorite productivity tips <input type="checkbox"/> Scheduled on [platform]	Brand-Related Do a Q&A interview with your team <input type="checkbox"/> Scheduled on [platform]	Evergreen Share helpful tips and strategies to assist customers in achieving their desired outcomes <input type="checkbox"/> Scheduled on [platform]
Holiday-Themed Post about International Day of Families <input type="checkbox"/> Scheduled on [platform]	Fun Share a fun quote from a famous thought leader in your industry <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a "positivity challenge" post encouraging followers to spread positivity and kindness in their daily lives <input type="checkbox"/> Scheduled on [platform]	Promotional Share a video tutorial that showcases your product in action <input type="checkbox"/> Scheduled on [platform]	Interactive Start a debate with your audience and use the comment section to communicate <input type="checkbox"/> Scheduled on [platform]	Brand-Related Do a video tour of your office <input type="checkbox"/> Scheduled on [platform]	Evergreen Share a post related to business strategy or leadership <input type="checkbox"/> Scheduled on [platform]
Holiday-Themed Post about the National Memo Day <input type="checkbox"/> Scheduled on [platform]	Fun Share a post featuring a funny or interesting customer interaction <input type="checkbox"/> Scheduled on [platform]	Inspirational Share a post featuring an inspirational song or playlist <input type="checkbox"/> Scheduled on [platform]	Promotional Share a sneak peek of an upcoming product release or company news <input type="checkbox"/> Scheduled on [platform]	Interactive Ask about your audience and how they found your business <input type="checkbox"/> Scheduled on [platform]	Brand-Related Share your business mission <input type="checkbox"/> Scheduled on [platform]	Evergreen Share your advice on how to improve team collaboration in the workplace <input type="checkbox"/> Scheduled on [platform]



Thank you
