



IEEE Region's 8 Digital Marketing

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DIGITAL MARKETING

There's a huge spectrum of tactics and assets that fall under the umbrella of digital marketing such as:

Google search, social media, email, online advertising, websites which connect a brand/company with their current and prospective customers.



What Does a Digital Marketer Do?

- ▶ Digital marketers have a clear picture of how each asset or tactic supports their overarching goals.
- ▶ Digital marketers / Social media marketers need to understand how different platforms work
- ▶ Digital marketers have to analyze the psychology and the behavioral patterns of online users.

Social Media marketers should embrace the need for designing specific content for each platform to meet the needs of the majority users of the platforms.



Studio 56

SOCIAL MARKETERS' GUIDE TO DIFFERENT LANGUAGES OF SOCIAL MEDIA

s56.com.au

IEEE Region 8

Digital Promotion

- ▶ **Corporate Website:** ieeer8.org
 - Social Media: Facebook (Page & Group) / Twitter
- ▶ **News Portal:** IEEE Region 8 Today
region8today.ieeer8.org
 - Social Media: Facebook / Twitter
- ▶ **Magazine:** IEEE Region 8 News

Bombarding your audience with the wrong content has serious repercussions to your marketing effort.

**Overload with irrelevant content can drive away
those who've been your serious fans**

Thank You

**Make IEEE Region 8 a State of Mind in IEEE
Community and Increase its Awareness to non-
IEEE oriented Audience**