

Digital marketing review report for year 2021

The following slide depicts the digital annual marketing report to evaluate the efforts made. It also includes channel-wise revenue along with elements such as keyword impressions, traffic, followers, comments etc.



YouTube		Facebook		Twitter		Instagram	
190,000 Keyword impressions	+2.5% From 2021	180,000 Keyword impressions	+2.0% From 2021	180,000 Keyword impressions	+4.0% From 2021	180,000 Keyword impressions	+6.7% From 2021
21,000 Traffic	+3.0% From 2021	21,000 Traffic	+3.0% From 2021	21,000 Traffic	+3.2% From 2021	21,000 Traffic	+2.8% From 2021
231 Followers	-8% From 2021	231 Followers	-3% From 2021	231 Followers	-5% From 2021	231 Followers	-6% From 2021
531 Comments	+8% From 2021	531 Comments	+7% From 2021	531 Comments	-2% From 2021	531 Comments	-4% From 2021

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Marketing Review America 44 2471 Digital Marketing Review America

Marcel A. Müller



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Ulrich's Periodicals Directory 2003 Edgar H. Adcock (Jr.),2003 *Cost-effective Marketing Strategies for Businesses, Employees and Customers* Catherine Prentice,2024-07-16 Marketing is generally an expensive practice of facilitating exchanges of values goods and services to maximise benefits for the stakeholders In most cases the return on marketing investments is minimal or fails to justify the endeavours This book introduces cost effective marketing strategies that require minimal organisational resources to achieve organisational benefits including financial outcomes and the wellbeing of employees and customers These strategies are approached from 1 the human perspective 2 the product perspective and 3 the technological perspective for instance the use of artificial intelligence This book begins with addressing employee wellbeing and performance followed by customer wellbeing and loyalty with non organisational factors For employees this book discusses how employees personal traits and volitional activities can shape their wellbeing and performance and subsequently organisational wellbeing Subsequently this book discusses how customers mindfulness self determination social motives and volitional engagement are related to their relationships with business organisations Moving from customer psychological antecedents the book discusses how product traits and external forces influence consumer purchases

Newsletters in Print Gale Group,2002-11-26 With descriptions of more than 12 000 newsletters in 4 000 different subject areas this comprehensive resource is an invaluable research tool

Ulrich's International Periodicals Directory Carolyn Farquhar Ulrich,1999 Contains essential bibliographic and access information on serials published throughout the world *The Standard Periodical Directory* ,2001 **International Journal of Micrographics & Optical Technology** ,2000 **Canadian Periodical Index** ,1998 **SRDS International Media Guide** ,2002 **Best's Insurance Reports** ,2008 *Alternative Press Index* ,2001 *Congressional Record* United States. Congress,2011 *Business Publication Advertising Source* ,2006 **LexisNexis Corporate Affiliations** ,2006 **Benn's Media** ,2004 *The National Directory of Addresses and Telephone Numbers* ,1989 *Information Industry Directory* ,2009 Comprehensive directory of databases as well as services involved in the production and distribution of information in electronic form There is a detailed subject index and function service classification as well as name keyword and geographical location indexes **The Serials Directory** ,1986 *International Journal of Health Services* ,1998

Standard & Poor's Stock Reports ,2010-11 **Gale Directory of Databases** ,2007 This is a guide to computer readable databases available online in CD ROM format or in other magnetic formats Details include database descriptions costs and whom to contact for purchase The material is indexed alphabetically and by subject vendor and producer

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