

Online Digital Marketing resources in English

1. Tools and Techniques for the Journey - Dr Philip Alford Southampton University and Insa Wemheuer Bath University - <https://youtu.be/dhRSYQI-86I>
2. How to Structure your Road Map for Digital Marketing Dave Chaffey Smart Insights - <https://youtu.be/oSXGJcP5EY0>
3. Your Personas and Martsch Tools - Dave Chaffey Smart Insights – <https://youtu.be/yZVcS2AHLwY>

Reach, Act, Convert and Change

4. Reach Dave Chaffey Smart Insights – https://youtu.be/y4fpg121_XY
5. Act Dave Chaffey Smart Insights – <https://youtu.be/66YdKli7NK4>
6. Convert Dave Chaffey Smart Insights – https://youtu.be/X1X_BJoTryQ
7. Changing to a SRO Mindset and AB Testing Dave Chaffey Smart Insights - <https://youtu.be/hgXwqBuNTow>