

Examen Digital Marketing - Januari 2020

1. In service encounter 2.0 we create value through the combination of 4 business models. Give one example of your own where there is the incorporation of all these models.
2. What is the meaning behind this photo? Use an example of artificial intelligence to explain.



3. What is webcare?
4. What is 'socialization' in the customer engagement. Give some examples.
5. Nowadays there is the discussion of people thinking technology/ digital/ AI will replace the humans. Give an example of your own where there is augmented intelligence (collaborative intelligence)
6. Give an example of 'personalization' in SEO via Google tools
7. Explain (i) owned, (ii) paid and (iii) earned media by giving examples