CỐC CỐC
AD PLATFORM

CERTIFICATE

DIGITAL ACADEMY

THIS CERTIFICATE IS PROUDLY PRESENTED TO

Bùi Văn Lừng

Classification: Pass

For successfully completing the Digital Marketing Course
Offered by Cốc Cốc Ad Platform
Given in August, 2021

MS. PHAM HUYNH PHUONG TRANG
Digital Marketing Manager, Suntory Pepsico

SIGNATURE

MS. MAI THANH OANH
Head Of Sales at Cốc Cốc

SIGNATURE

Certification ID: 20210870

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THE BEARER OF THIS CERTIFICATE IS HEREBY
DEEMED KNOWLEDGEABLE ABOUT

1. General
- Digital Marketing.
- Understanding the definitions, roles and development process of Digital Marketing.

2. Digital Marketing and Marketing tools
- Digital Marketing trends.
- MNC Advertising's digital structure group.
- Understanding popular digital marketing platforms: Social Media, Websites, O2O, Video, OTT, Influencer marketing, Instant messenger, E-commerce.
- Digital communication terms according to 3 steps for digital marketing planning.
- O2O - Online to Offline and How to operate multi-channel.
- KPI and effective measurements

3. Planning and Creativity
- Develop strategies and plan for a digital marketing campaign.
- Understand creative fundamentals for digital marketing.