



Leader interview

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Business  
Academy

# DIGITAL PROFESSIONALISM IN THE POST- COVID: THE FUTURE IS HERE!

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master  
MIBS

THE EXPERIENCE



# WORKING IN DIGITAL



# DIGITAL MARKETING, WHAT IS IT?

Digital/Web marketing **is the set of marketing activities** that use the web channels to promote products and services.

Digital marketing is **fundamental** for every brand since today people are always connected and constantly looking for information on products and services online.

The **digital marketing strategy** is the set of **tools** that every company uses to promote itself to customers.

Being online, networking, **having an online presence is essential for all companies**, no matter what the sector or the size of the business is.

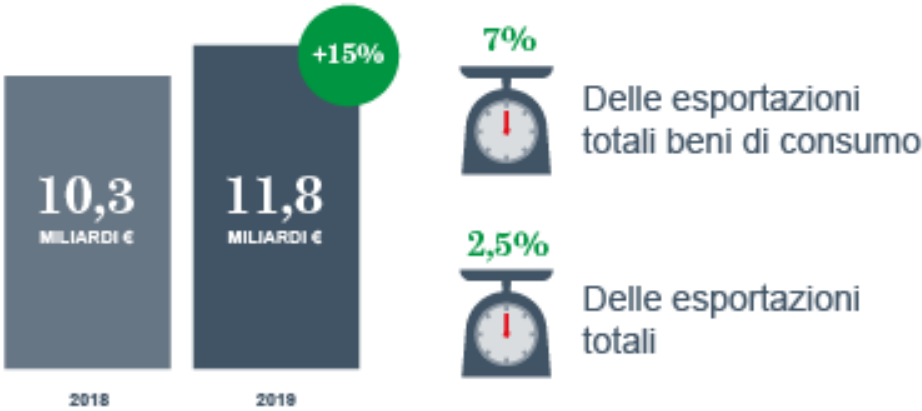
Evidence of how fundamental the web is crystal clear due to the **COVID-19 pandemic**, which has led **physical stores** to close in order to continue **selling products and offering services online**.



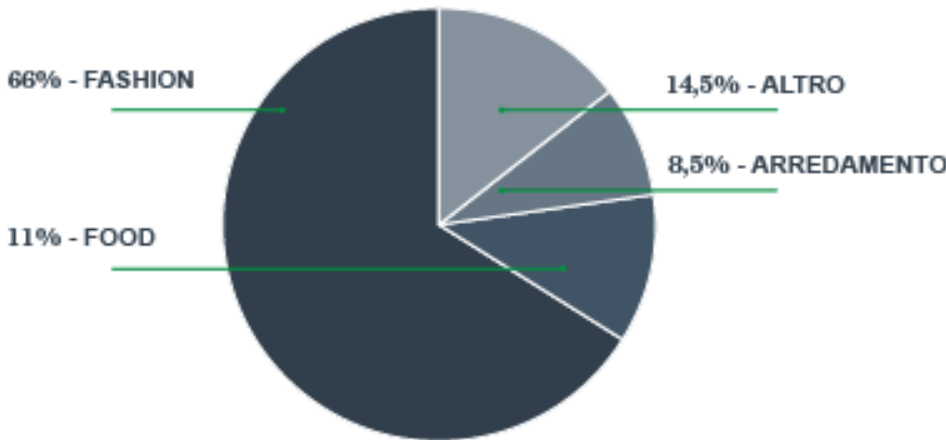
# ITALIAN DATA ON INTERNATIONALIZATION

sace simest  
gruppo cdp

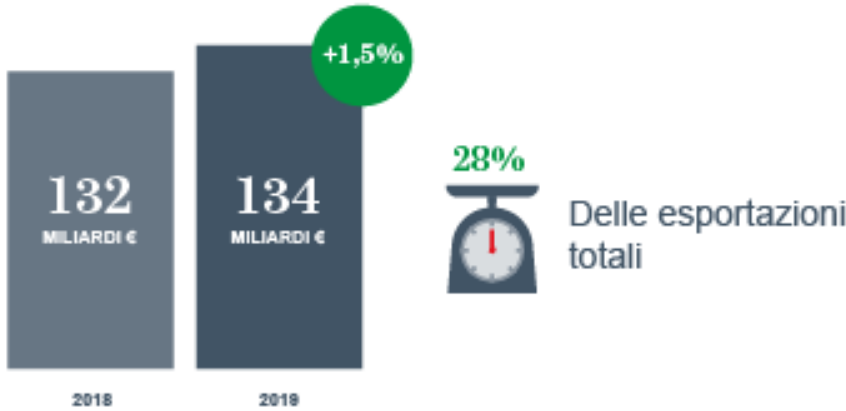
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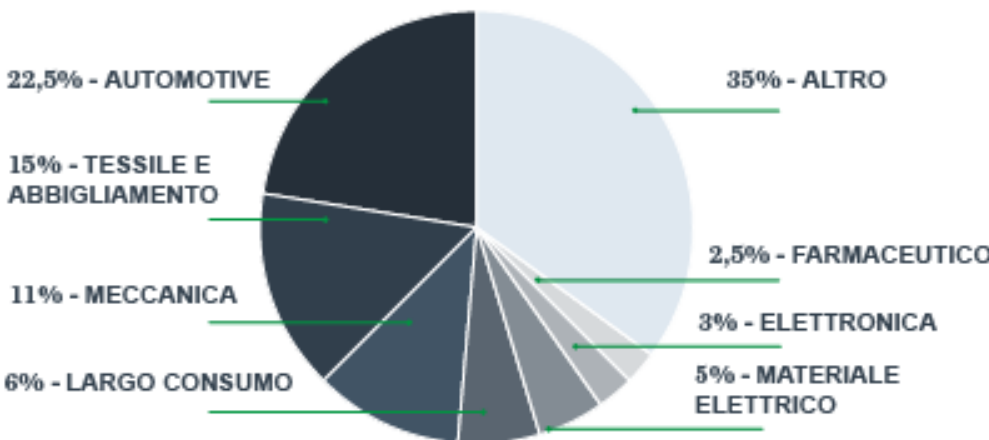
### PER SETTORE



## L'export digitale B2B



### PER SETTORE

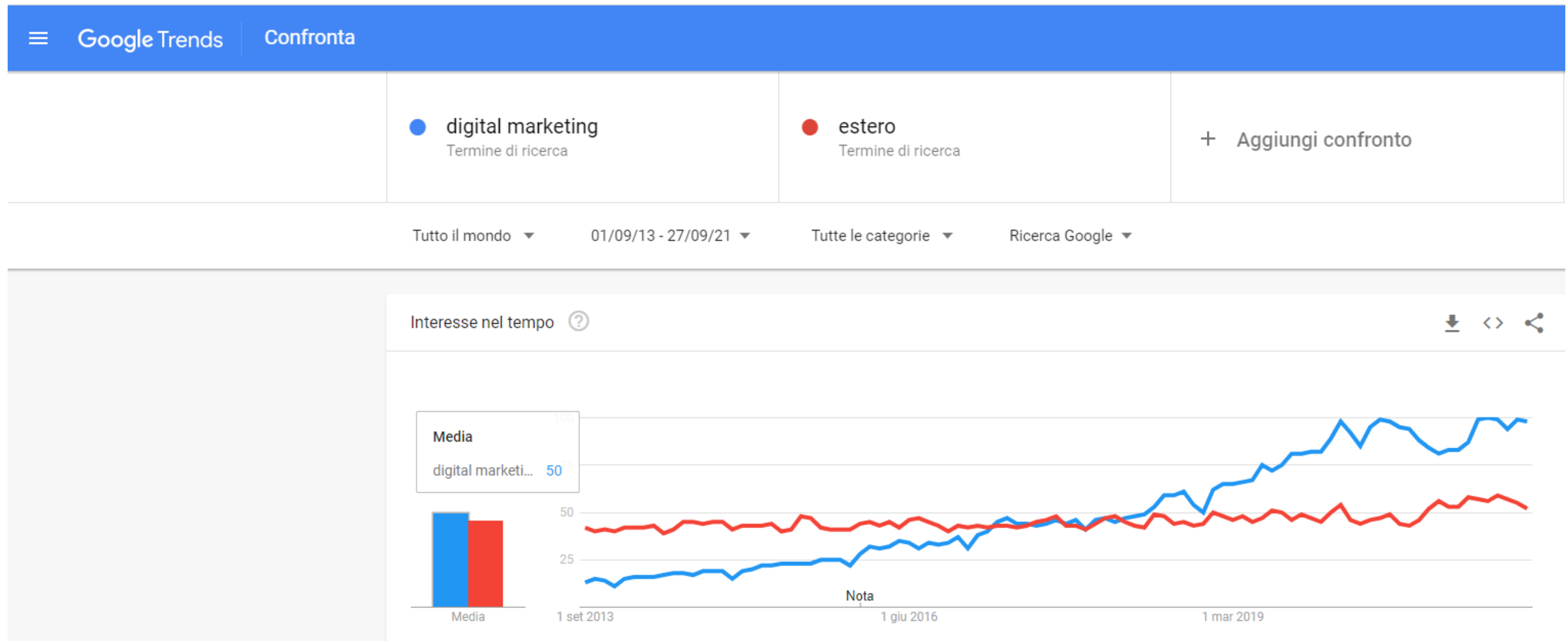


In a critical phase like the present one, online commerce could represent a solution to alleviate the decline in consumption and to restart the economy.

(Sace-Simest, internationalization Report 2020)



# INCREASING INTEREST IN BOTH DIGITAL MARKETING & EXPORT



# MAIN DIGITAL JOBS







# INSIGHTS - ILSOLE24ORE

In a study conducted together with Statista: in the list of 400 companies that are growing the most in Italy, the first lever that has been identified as the architect of business growth is e-commerce.



# DIGITAL JOB OPPORTUNITIES IN 2021 (1)

## MAIN JOBS REQUIRED IN DIGITAL INTERNATIONALIZATION & MARKETING ACTIVITY

**SOCIAL MEDIA MANAGER**, Defines, plans and develops the company's communication strategy on social networks.

**WEB MARKETING MANAGER**, deals with the definition, application and verification of business and communication strategies, in the online interaction between web users and the company. Plans, implements and manages the marketing, re-marketing and indexing of websites on search engines through online advertising campaigns.

**E-COMMERCE MANAGER**: defines the sales strategies of the portal on the web, manages online sales, takes care of product / service catalogs, monitors the trend of sales and access to touch points by the customer, analyzes information relating to its customers and in some cases, the ecommerce manager is also delegated to manage contacts with goods delivery carriers

**GRAPHIC DESIGNER**: supports the marketing department in the creation of editorial and advertising creativity, and the web department in defining the frontend design.



# DIGITAL JOB OPPORTUNITIES IN 2021 (2)

## MAIN JOBS REQUIRED IN DIGITAL INTERNATIONALIZATION & MARKETING ACTIVITY

**WEB DEVELOPER**, takes care of the technical, graphic and structural design of a website, usually has a technical background. His skills are related to programming languages.

**SEARCH ENGINE MARKETING (SEM) SPECIALIST**, Develop and implement search engine marketing campaigns and activities.

**SEARCH ENGINE OPTIMIZATION (SEO) SPECIALIST**, takes care of the optimization and search engine positioning of websites thanks to techniques that support the organic indexing of websites.

**COMMUNITY MANAGER**, creates and manages a community of people around a product

**BRAND REPUTATION EXPERT**, has the task of safeguarding and improving the image of the company





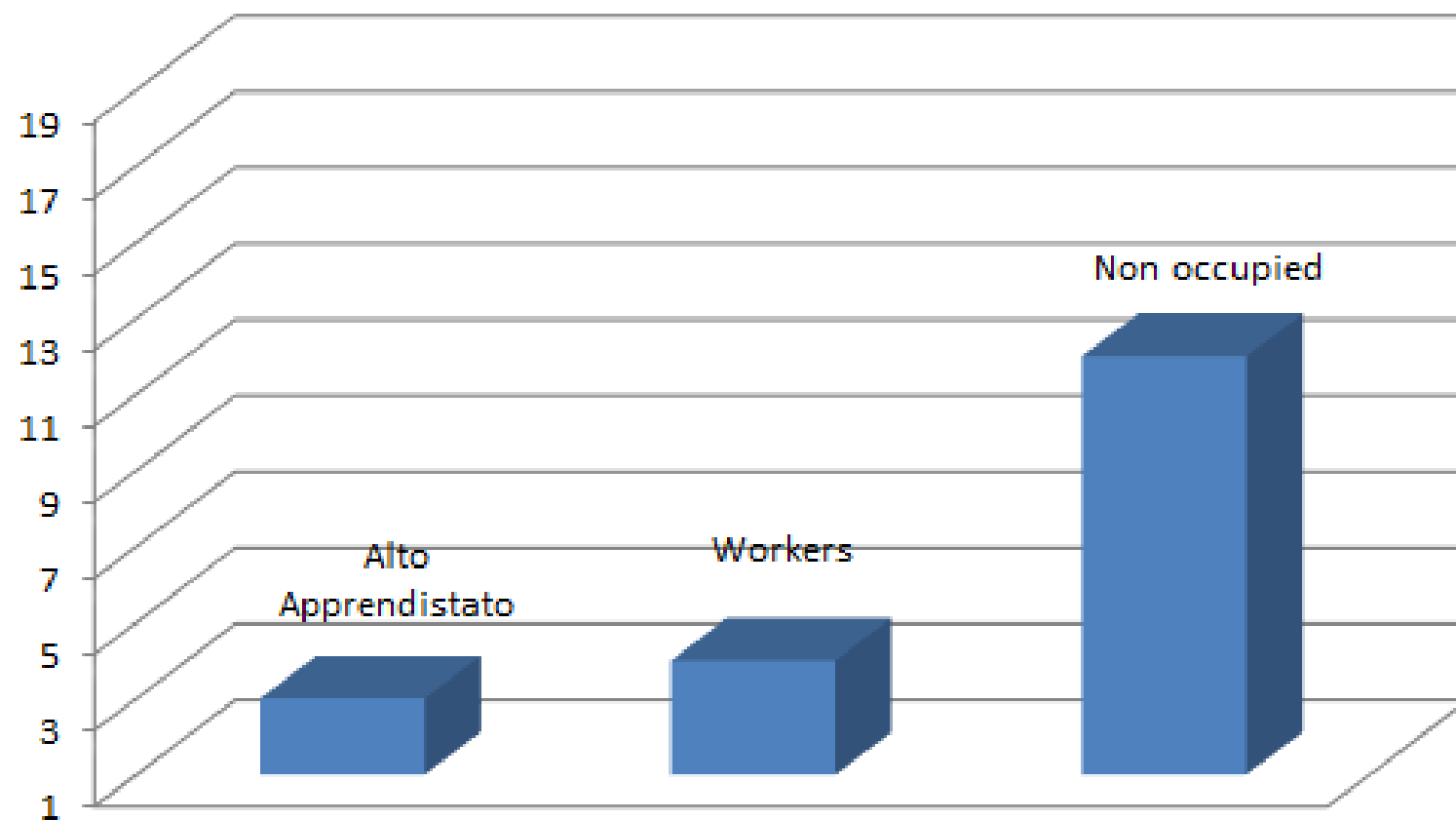
# MASTER MIBS RESULTS



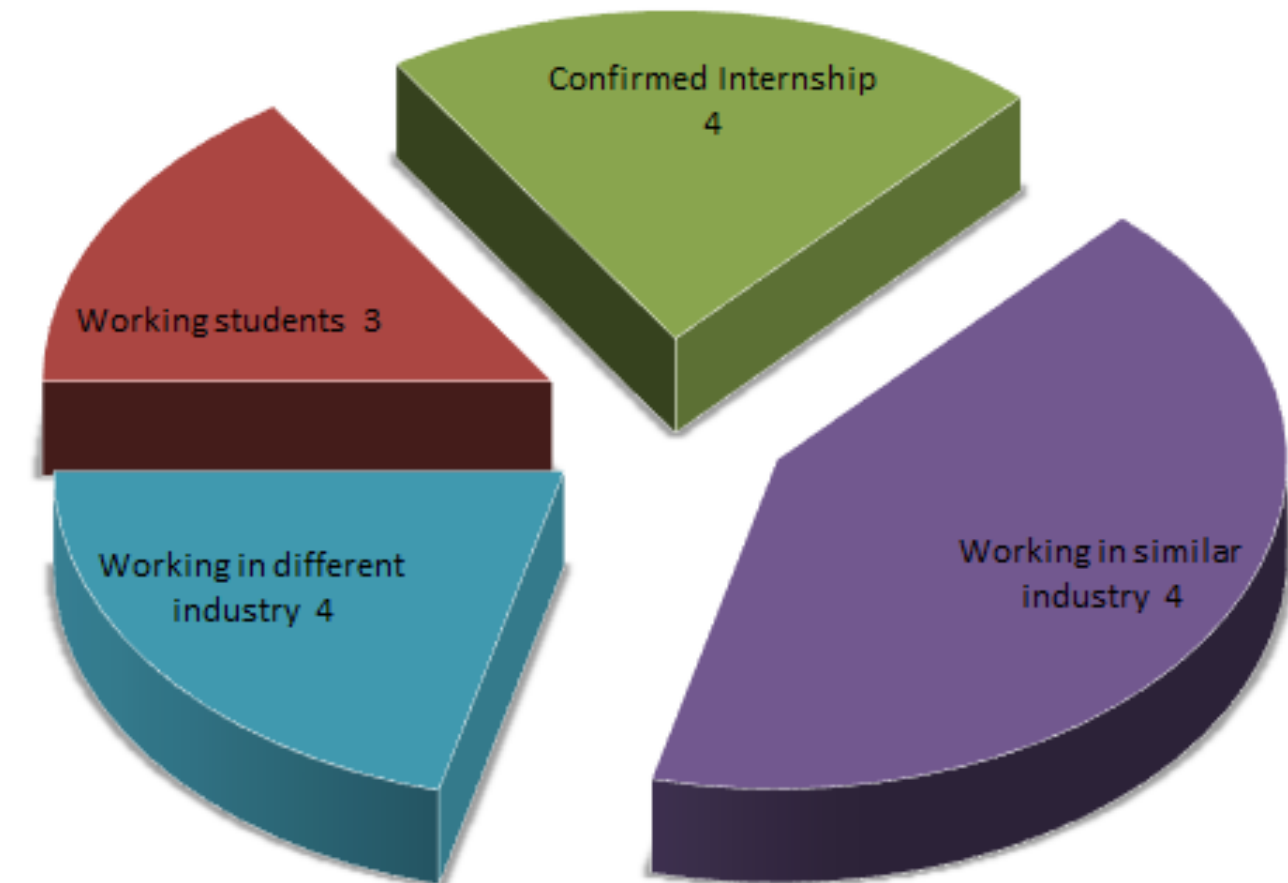


# WHAT WE HAVE DONE

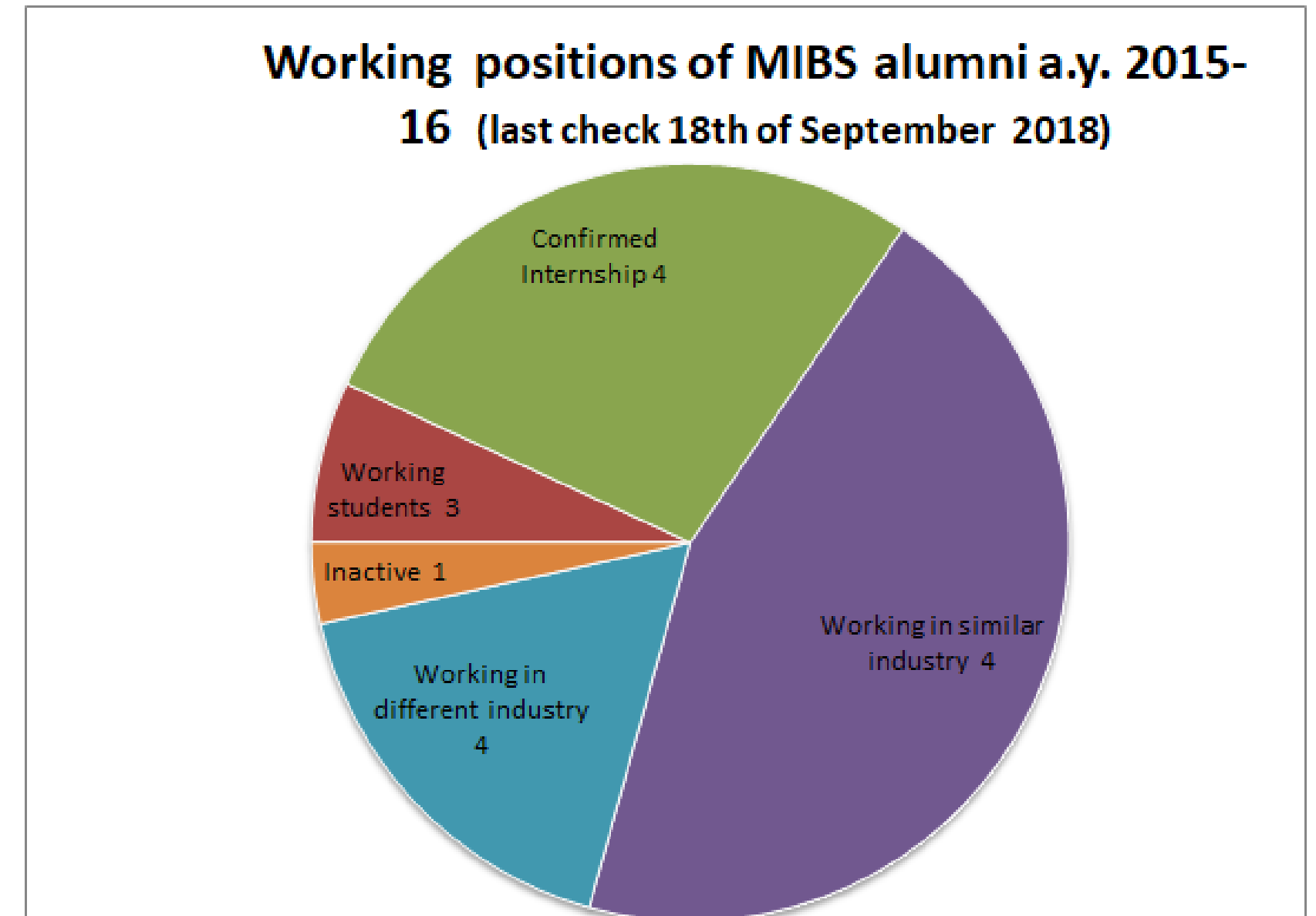
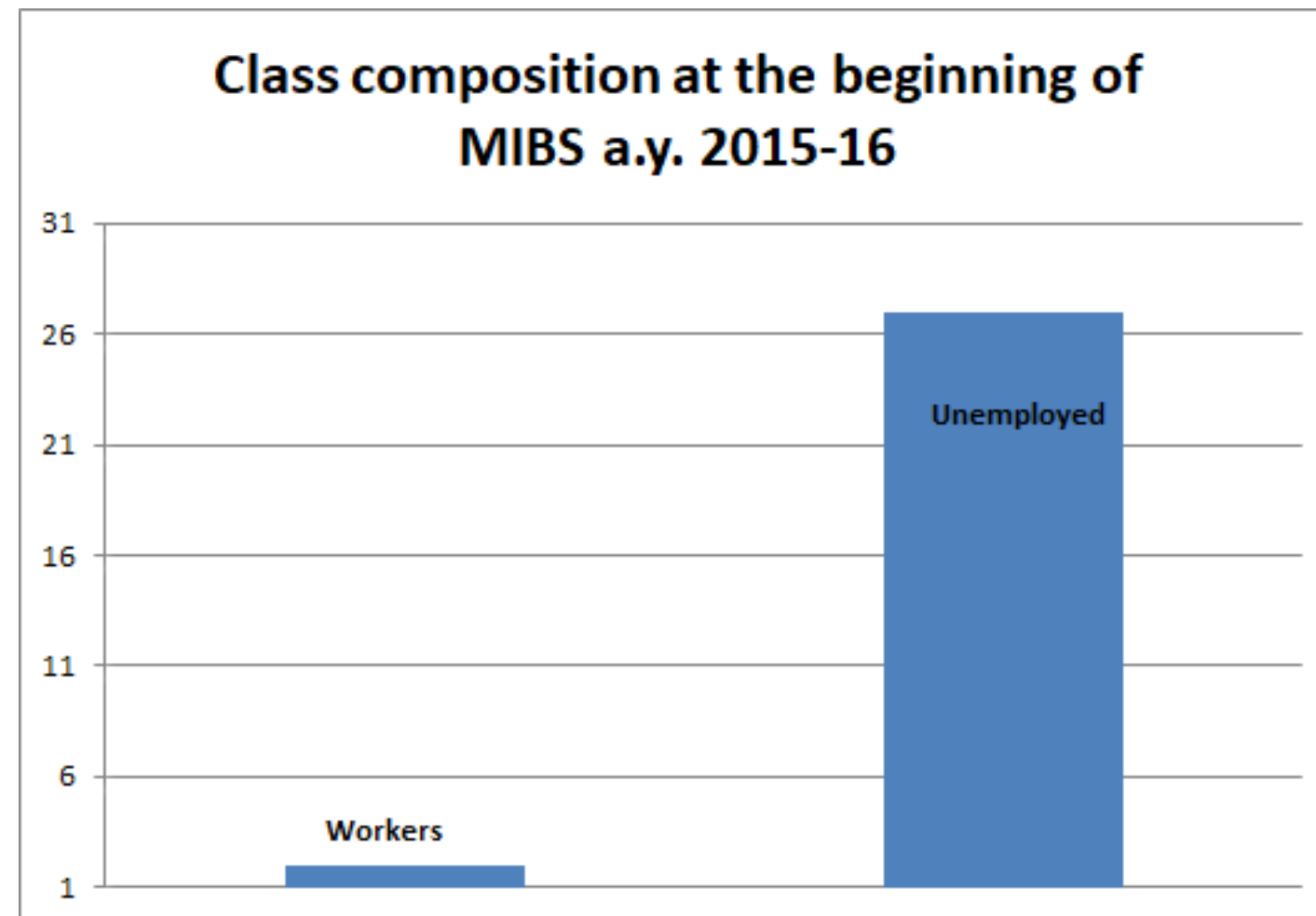
**Class composition at the MIBS starting  
a.y. 2014-15**



**Working positions of MIBS alumni a.y. 2014-15  
(last check 8th of October 2016)**



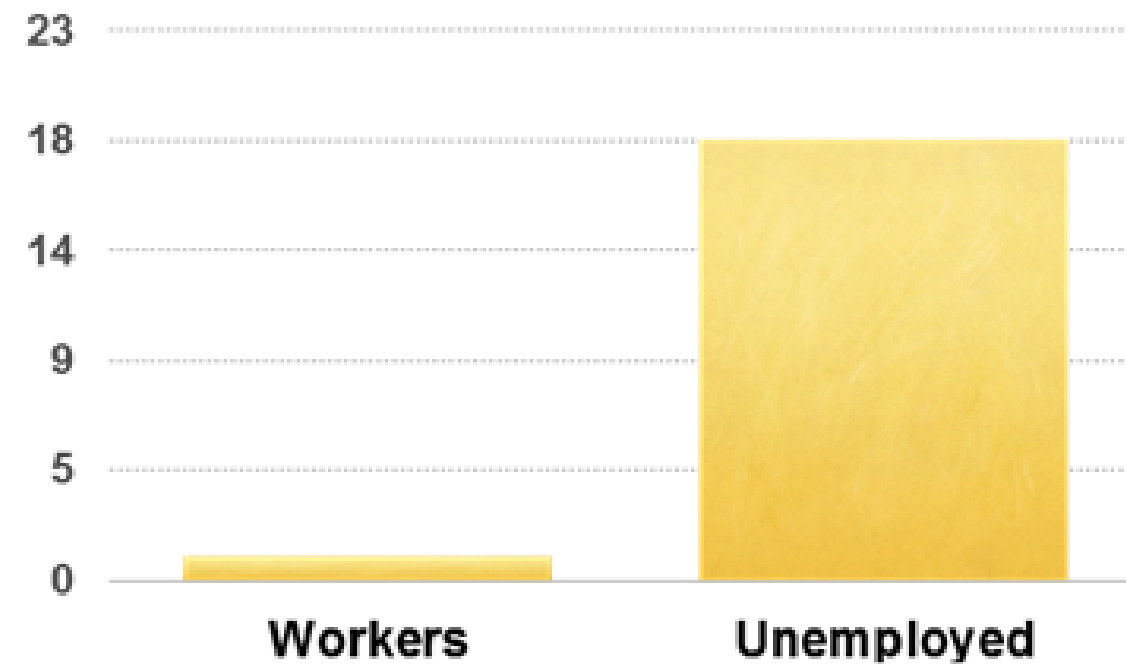
# WHAT WE HAVE DONE



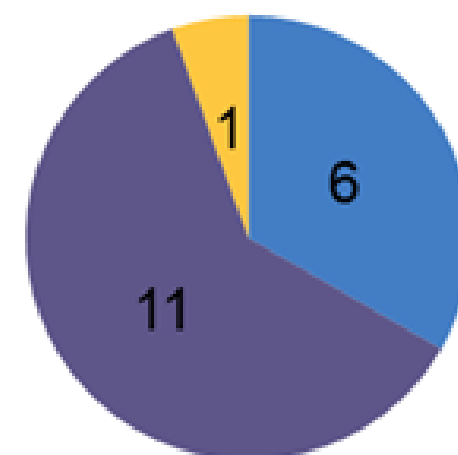
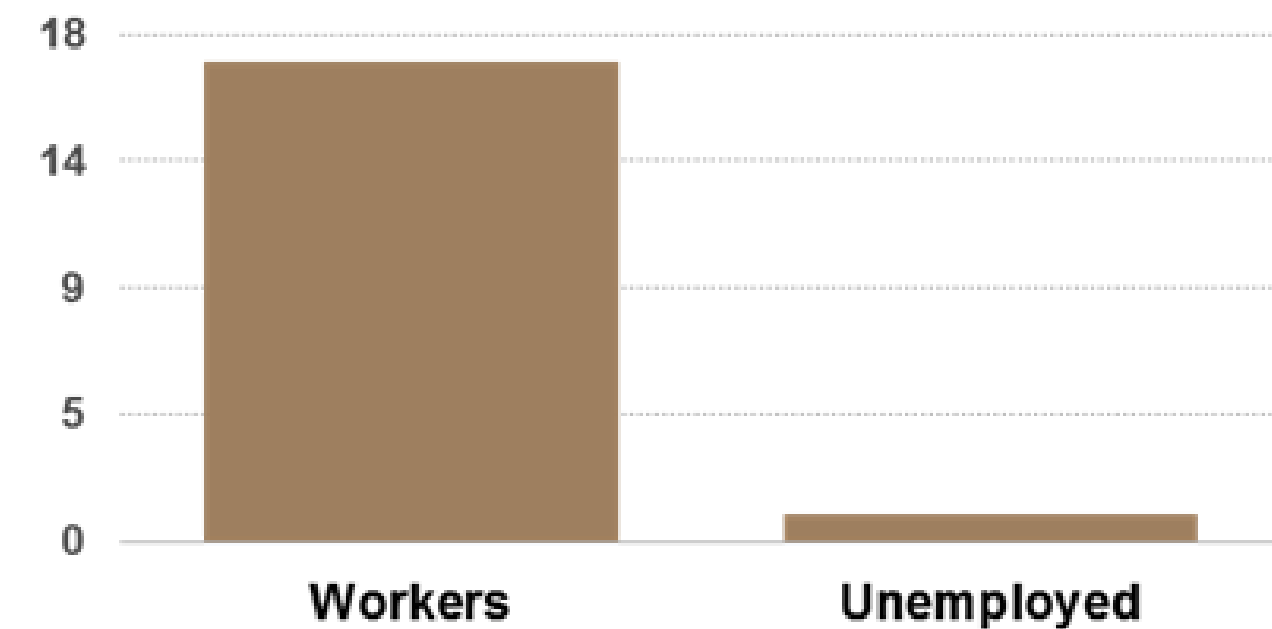


# WHAT WE HAVE DONE

**Class composition at the beginning of MIBS  
a.y. 2016-2017**



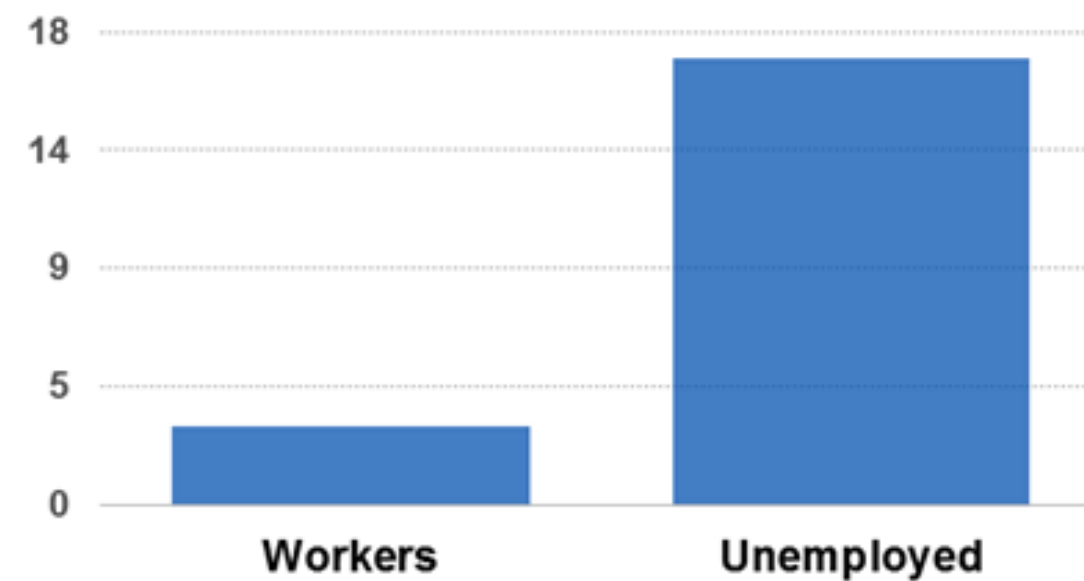
**Updated MIBS class composition on  
30/3/2018**



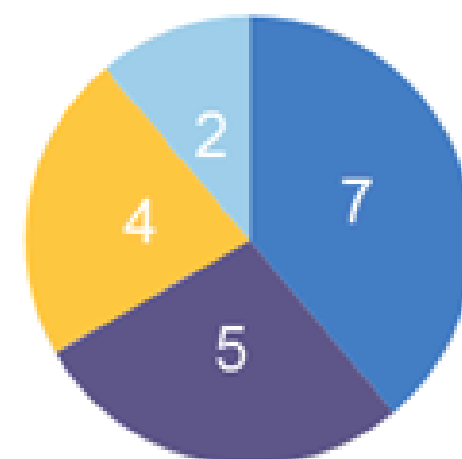
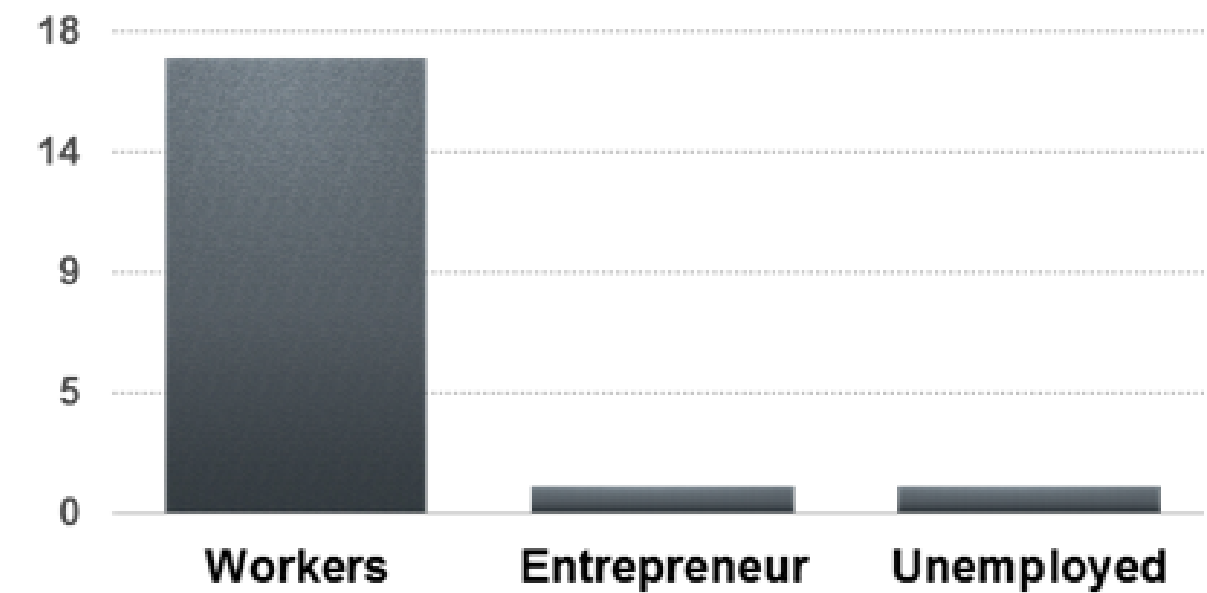
- Working in the similar industry
- Confirmed Internship
- Non occupied

# WHAT WE HAVE DONE

Class composition at the beginning of MIBS  
a.y. 2019-2020



Updated MIBS class composition on  
30/3/2021



- Working in the similar industry
- Confirmed Internship
- Working in the different industry
- Non occupied





MASTER MIBS

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