

CONTACT

OBJECTIVE

- ▼ This project aims at creating and providing youth educational and training multimedia resources related to different types of digital marketing and the required skills, in order to capacitate youngsters to easily access the current labour market, which is more challenging than it has ever been.



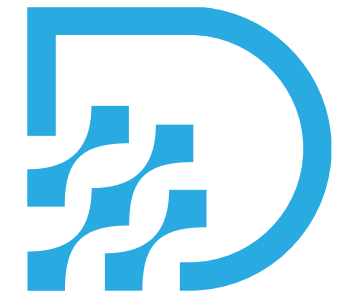
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DiMaYo

Digital Marketing for Youth



Digital Marketing for Youth (DiMaYo) is a local European Solidarity Corps project that will take place in Vila Real between July 2023 and June 2024.

2023-1-PT02-ESC30-SOL-000145503

Types of

Digital Marketing:



CONTEXT

The job market in Portugal is not very kind to young people. The unemployment rate for those aged 15-24 is around 30%. However, if you have digital marketing skills, your chances of being hired are much higher. Companies are always looking for employees who know how to market their products and services online.



Search Engine Optimization

Pay-per-Click



Social Media Marketing

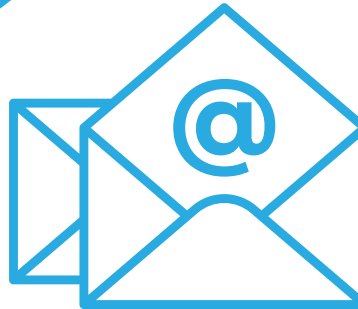
Content Marketing



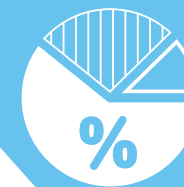
Mobile Marketing



Email



Marketing



Marketing Analytics

Affiliate Marketing

