

Training Module “Digital Literacy”

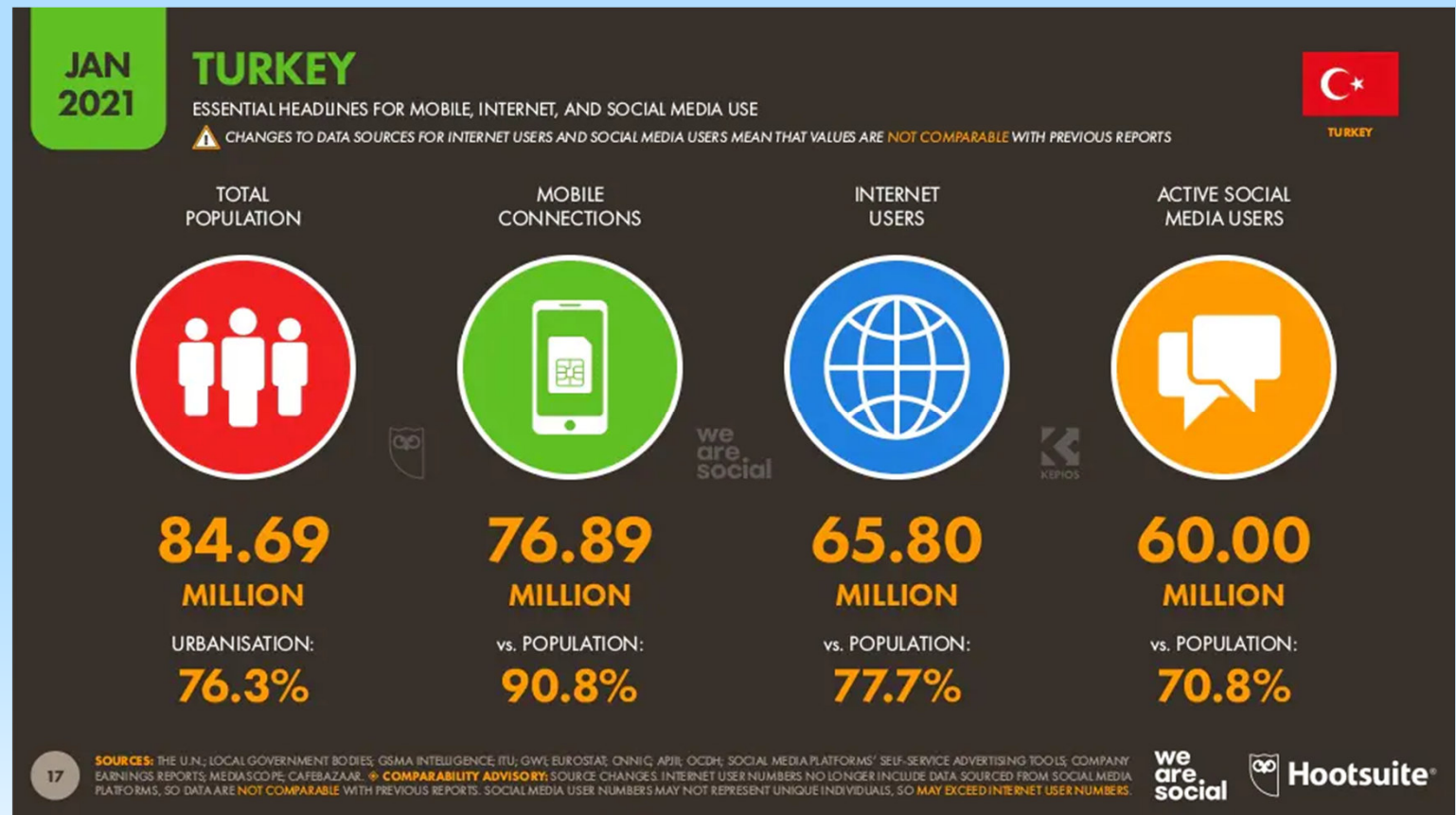
iserundschmidt
Knowledge Communication



“Digital Turkey”

- Population, internet and social media usage in Turkey (2021)

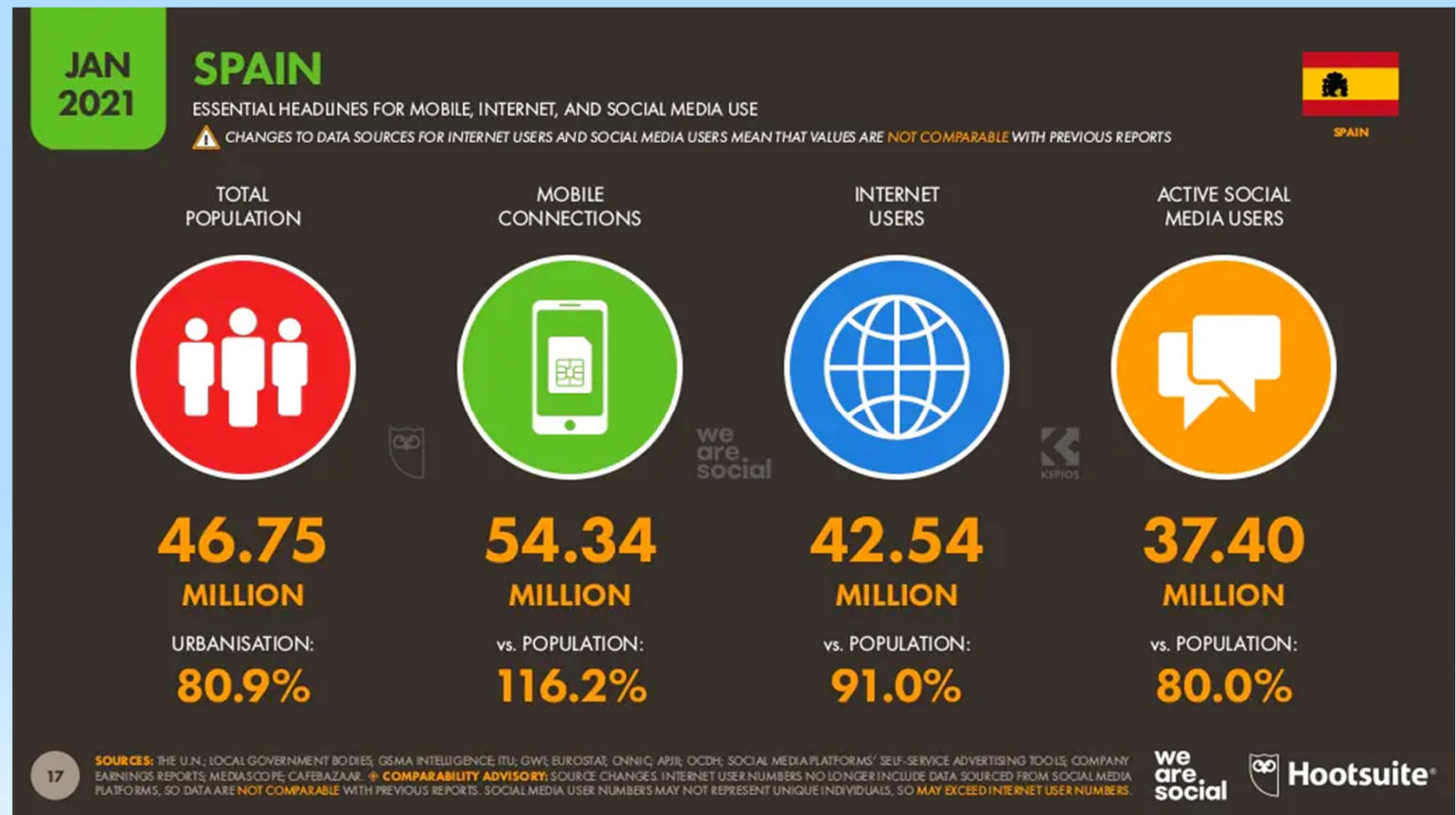
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“Digital Spain”

- Population, internet and social media usage in Spain (2021)

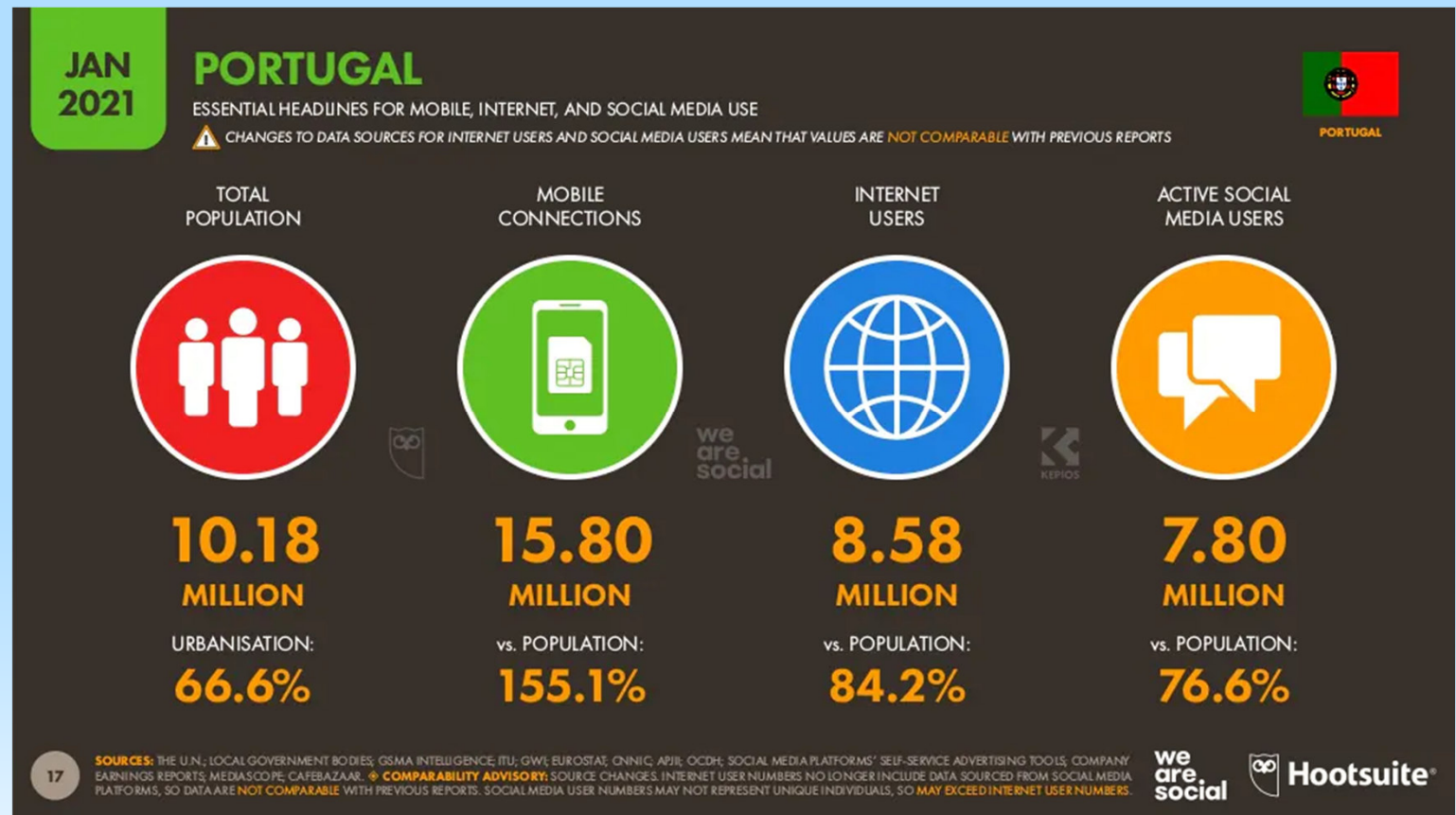
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“Digital Portugal”

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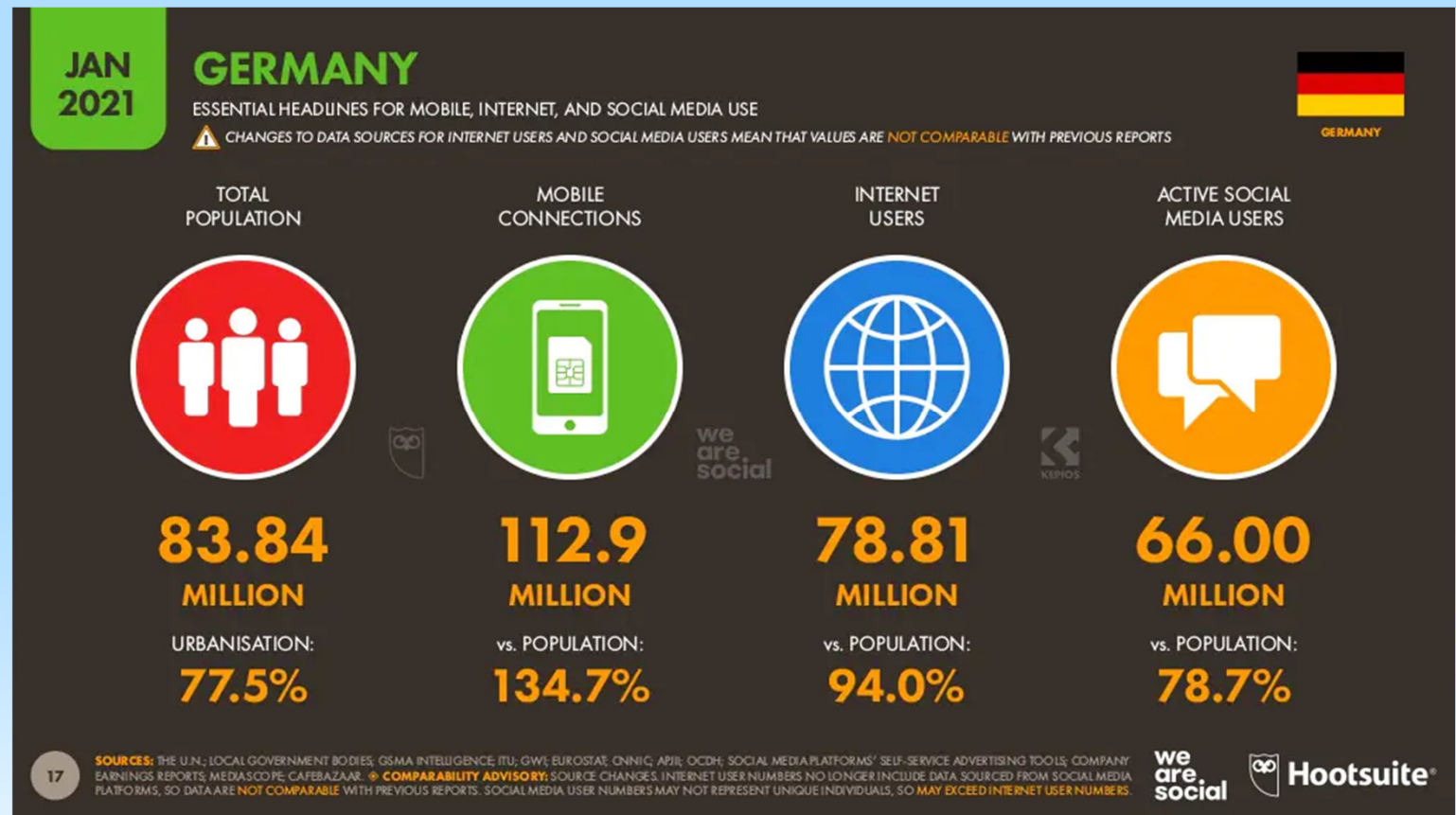
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“Digital Germany”

- Population, internet and social media usage in Germany (2021)

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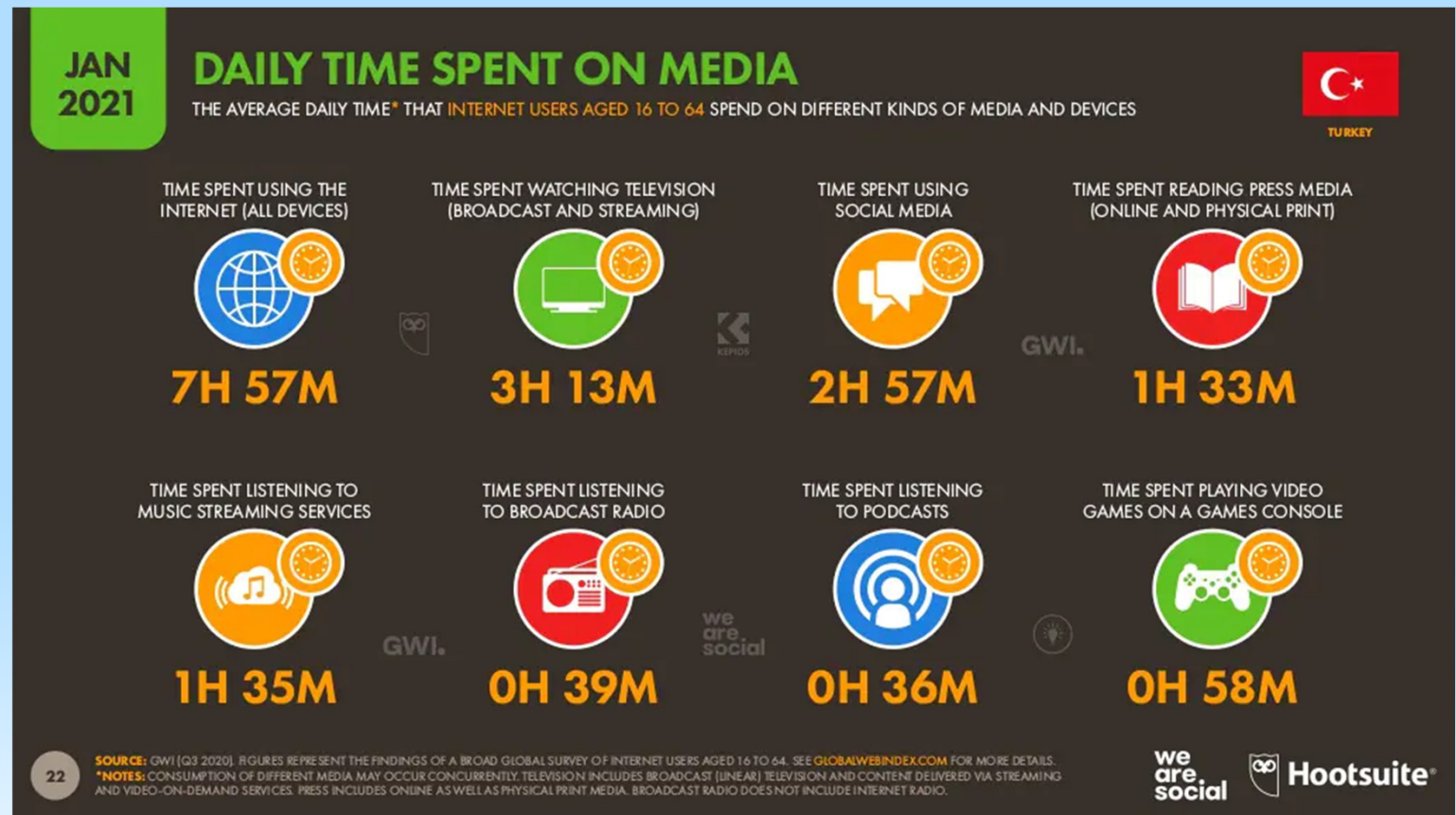
Digital Literacy



Times of media use

- Average daily time spend on media in Turkey (2021)

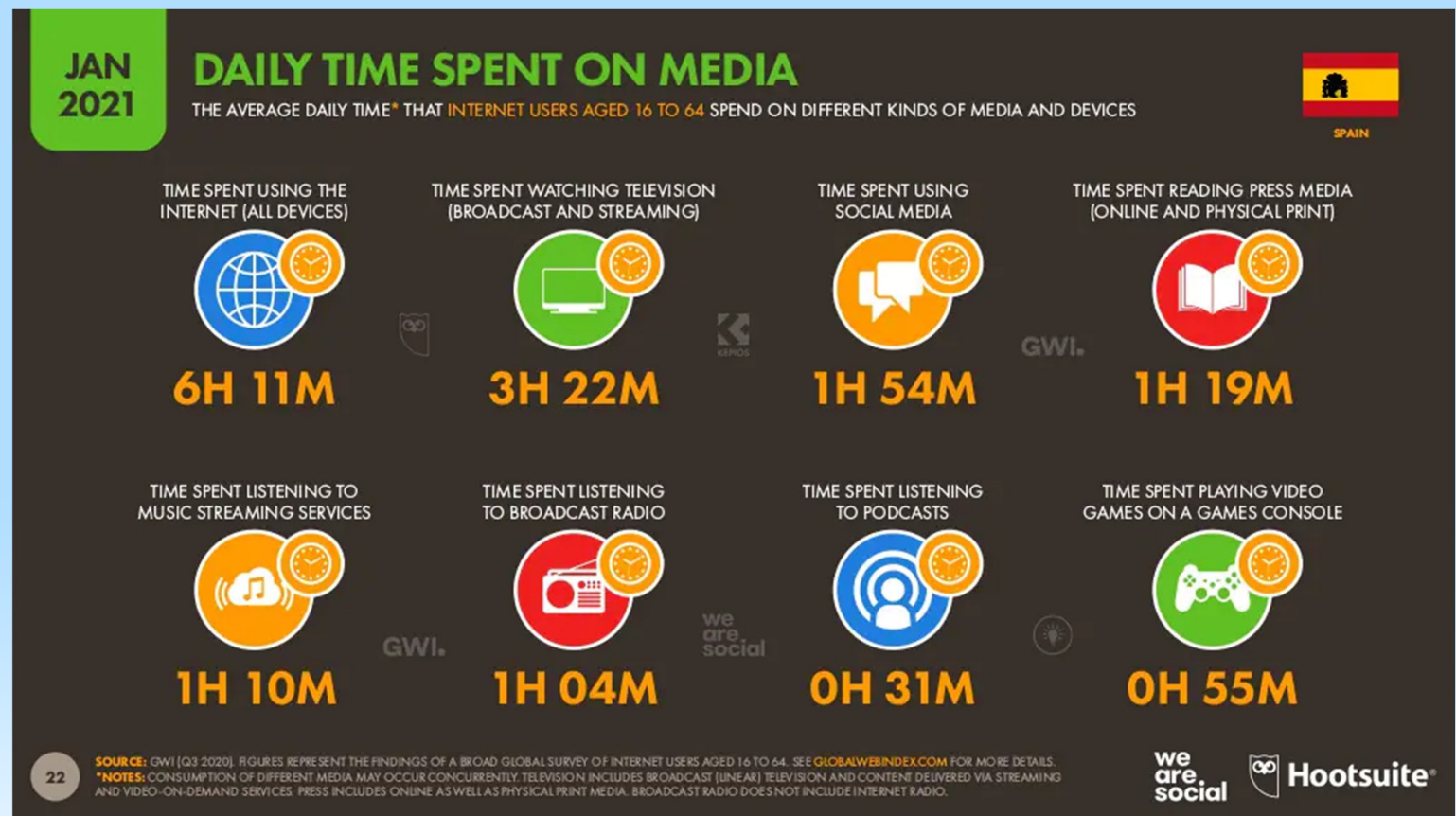
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Times of media use

- Average daily time spend on media in Spain (2021)

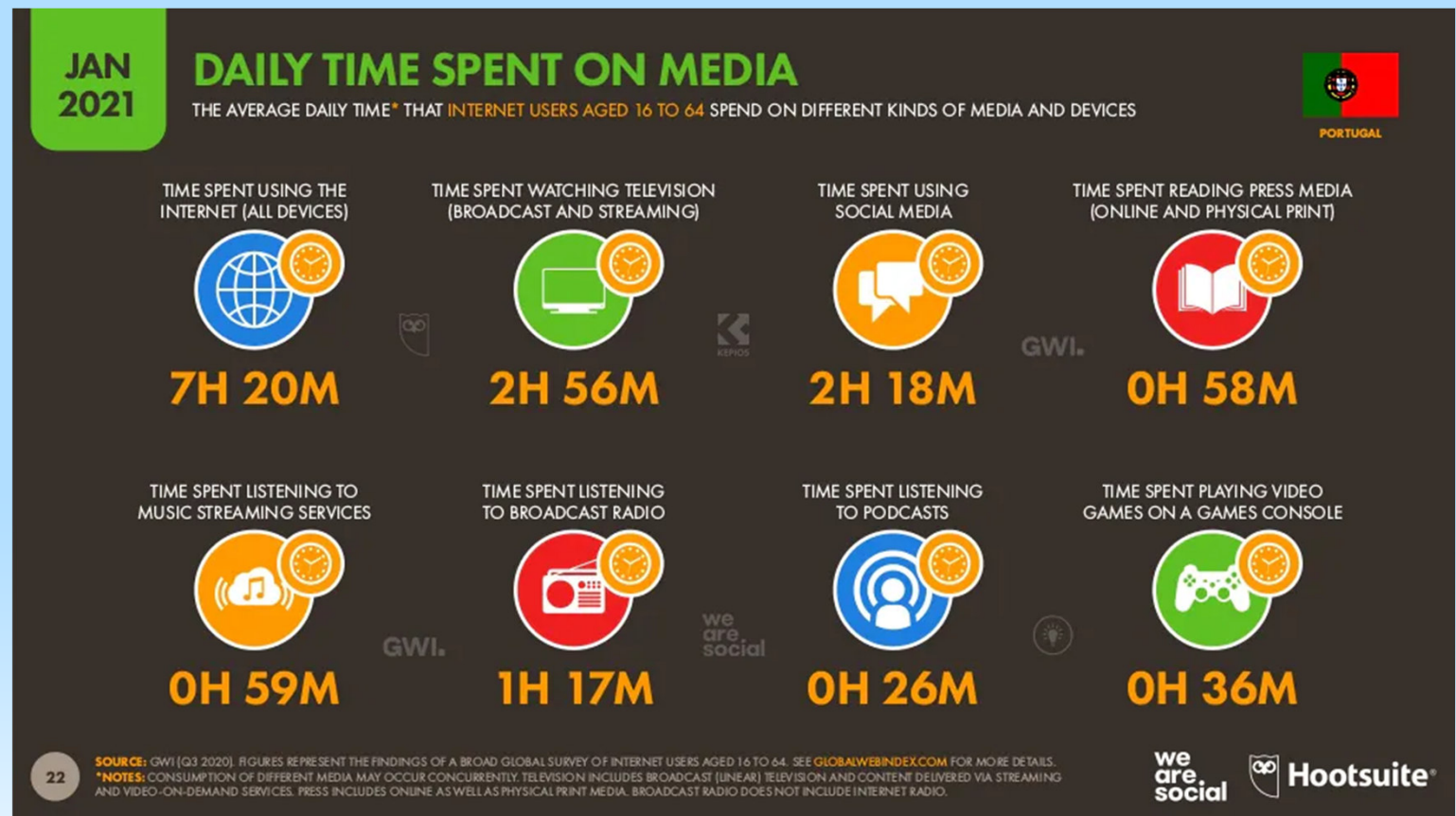
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Times of media use

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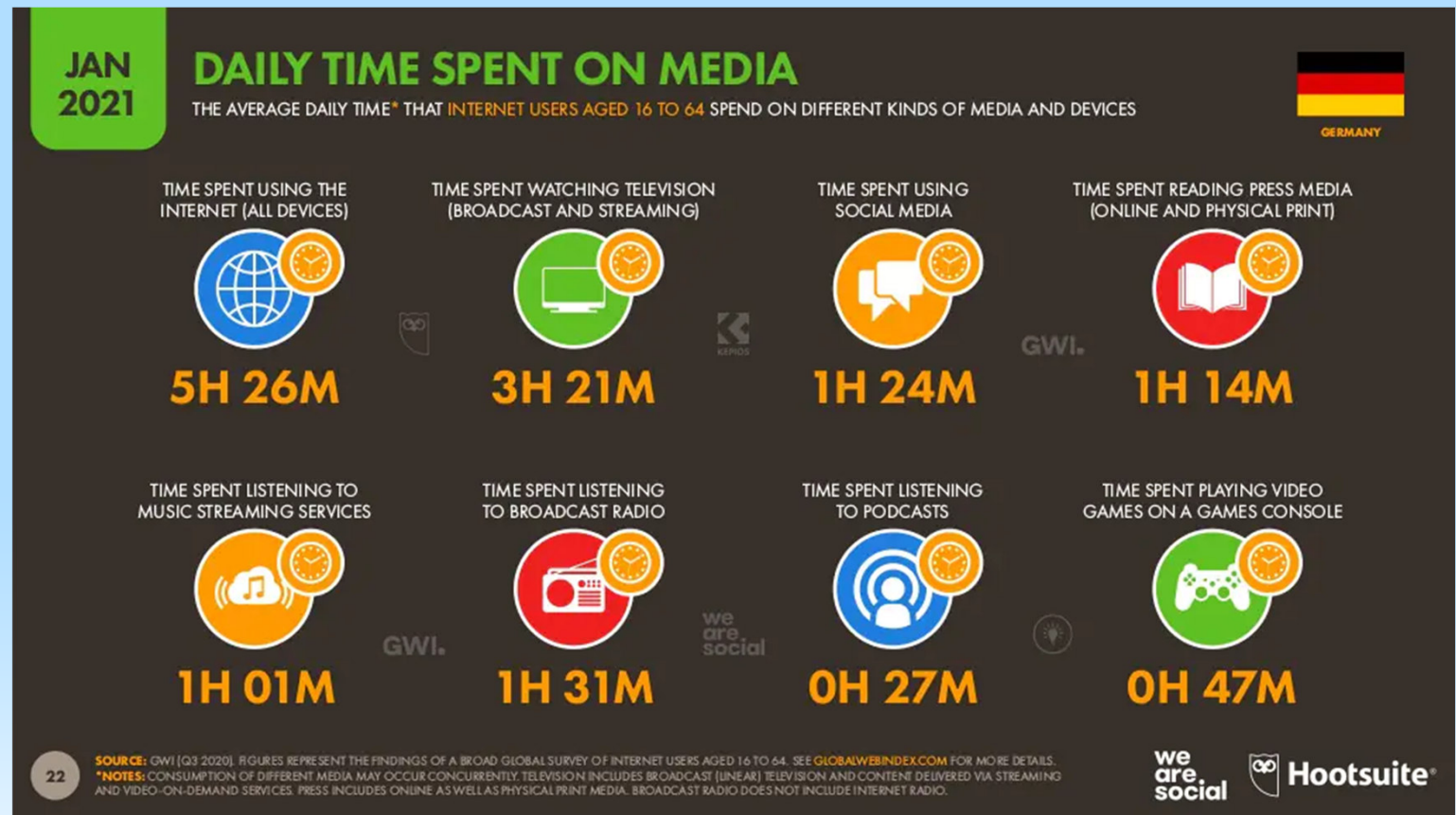
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Times of media use

- Average daily time spend on media in Germany (2021)

Source: DataReportal (2021), "Digital 2021: Germany," retrieved from <https://datareportal.com/reports/digital-2021-germany>



1. E-Marketing

- E-Marketing (also known as internet marketing or web marketing) is a big part of the modern world, because classic marketing measures are increasingly shifting to the online area (due to digitalization)
- Definition: *Online marketing includes all marketing measures that are carried out online in order to achieve marketing goals, from brand awareness to the conclusion of an online business. Online marketing is mostly seen as a conventional marketing strategy and mandatory, but this has only developed in recent years.*

1. Forms of E-Marketing

1. *Website*

- A Website is a collection of pages on the internet that are related to one another and that are located within the same domain
- The design and thematic structure of a companies website are central components of E-Marketing
- A Website is mainly used to present goods or services and to attract customers

1. Forms of E-Marketing

2. *Display Advertising*

- Display Advertising is a form of advertising on the internet that, like banners, use and / or audio material
- Advertisers use display advertising to advertise their products / services online
- Comparable to advertisements in Newspapers or TV commercials. Display Advertising and Search Engine Marketing are the two most common forms of advertising.

1. Forms of E-Marketing

3. Search Engine Marketing

- Search Engine Marketing is one the one hand based on targeted search engine advertising, and on the other on search engine optimization in order to acquire potential customers in certain subject areas
- This means that websites or ads are high listed and highly visible in common searches on the internet

1. Forms of E-Marketing

4. Content Marketing

- Content Marketing deals with the production and distribution of media and publication material with the aim of attracting new customers and retaining existing ones
- Variety of Formats: Blogs, News, Videos, Graphics, Case Studies, Guides
- Since most marketing strategies include a form of publication material, content marketing is in most cases integrated as a part of a campaign

1. Forms of E-Marketing

5. E-Mail Marketing

- E-Mail Marketing is the equivalent of direct marketing in the offline area, i.e. the mailing of advertising material

6. Influencer Marketing

- In Influencer Marketing, an Influencer (a person who can exert a great influence on the opinion of a certain target group, is hired to advertise a product, service or company. The trustworthiness and reputation of the influencer is used specifically for brand communication

1. Forms of E-Marketing

7. Social Media Marketing

- With Social Media Marketing, branding and marketing communication goals are primarily pursued through the use of social media platforms (e.g. Twitter / Facebook / Instagram)
- The targeted optimization of an internet presence for the widest possible distribution in social media networks is known as social media optimization

1. Forms of E-Marketing

Which Online Marketing Platforms are the most important?

- **Google** (essential internet search engine)
- **YouTube** (popular video platform)
- **Facebook** (popular social network)
- **Amazon** (company for online selling with a wide range of products)

1. Forms of E-Marketing

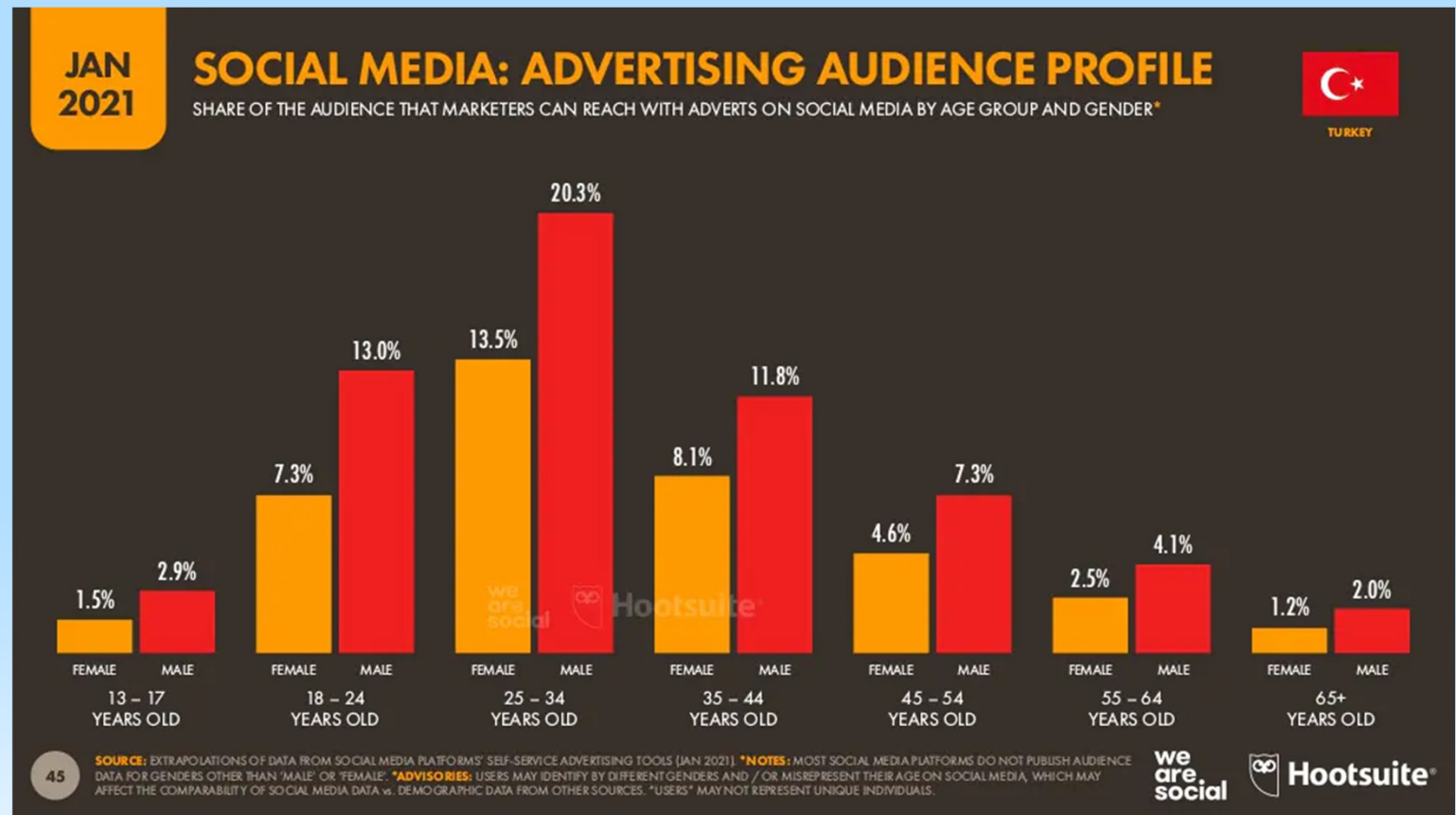
The following general points are important for E-Marketing:

- Maintain contemporary communication
- Know your target group and address them specifically
- Continuously show presence
- Be individual and emotional

1. Social Media Marketing

- Social Media audience by age group in Turkey (2021)

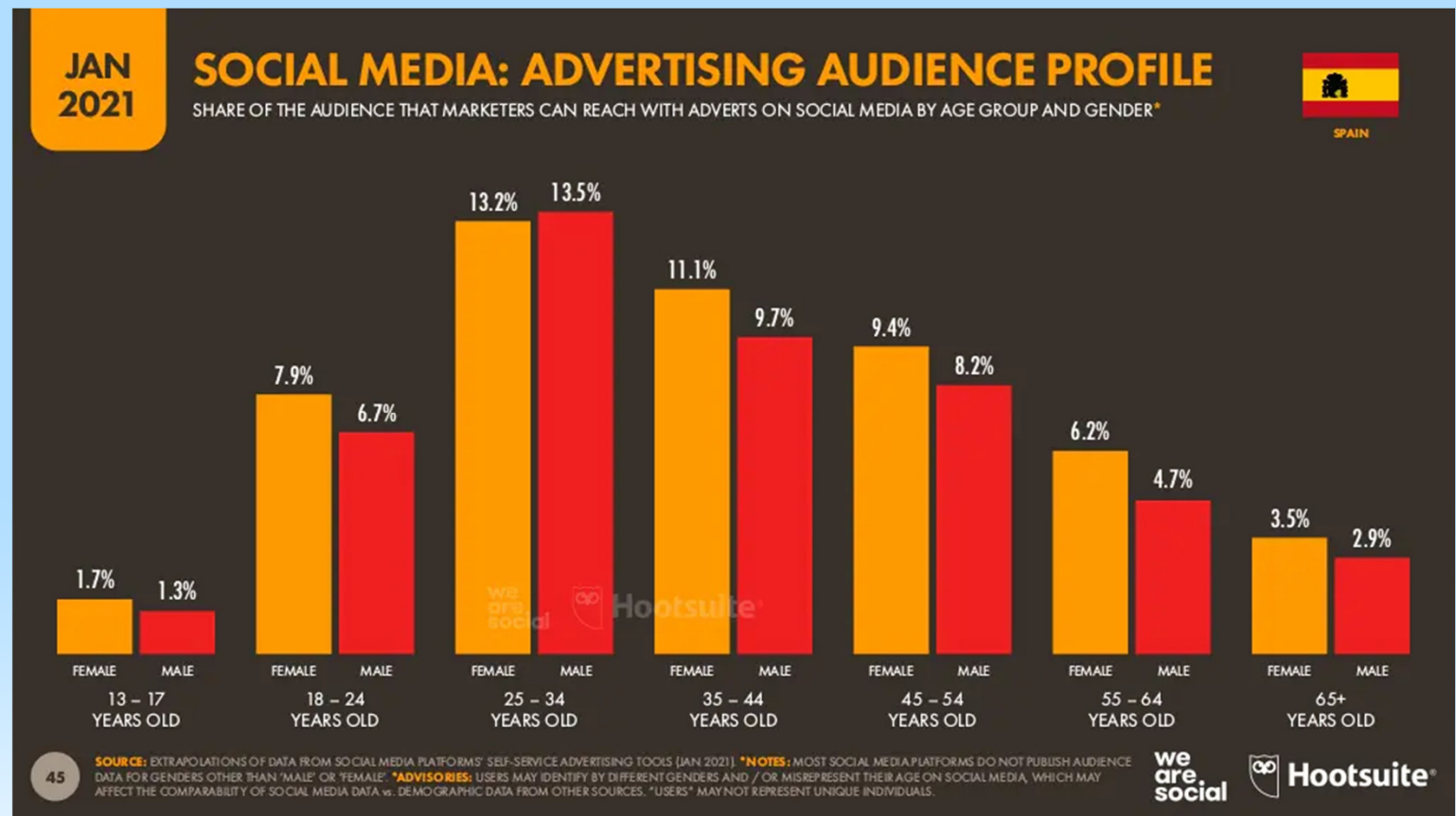
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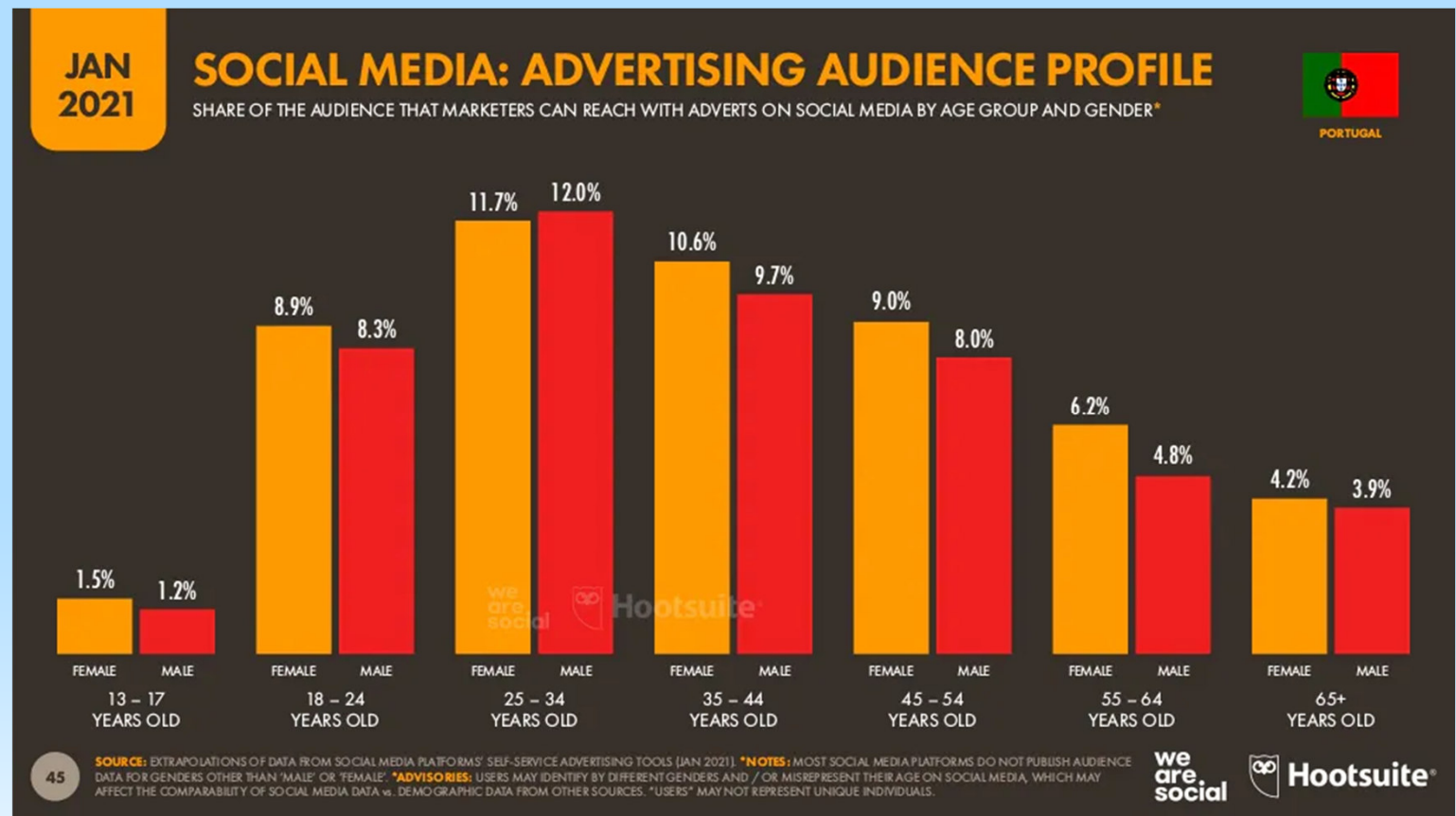
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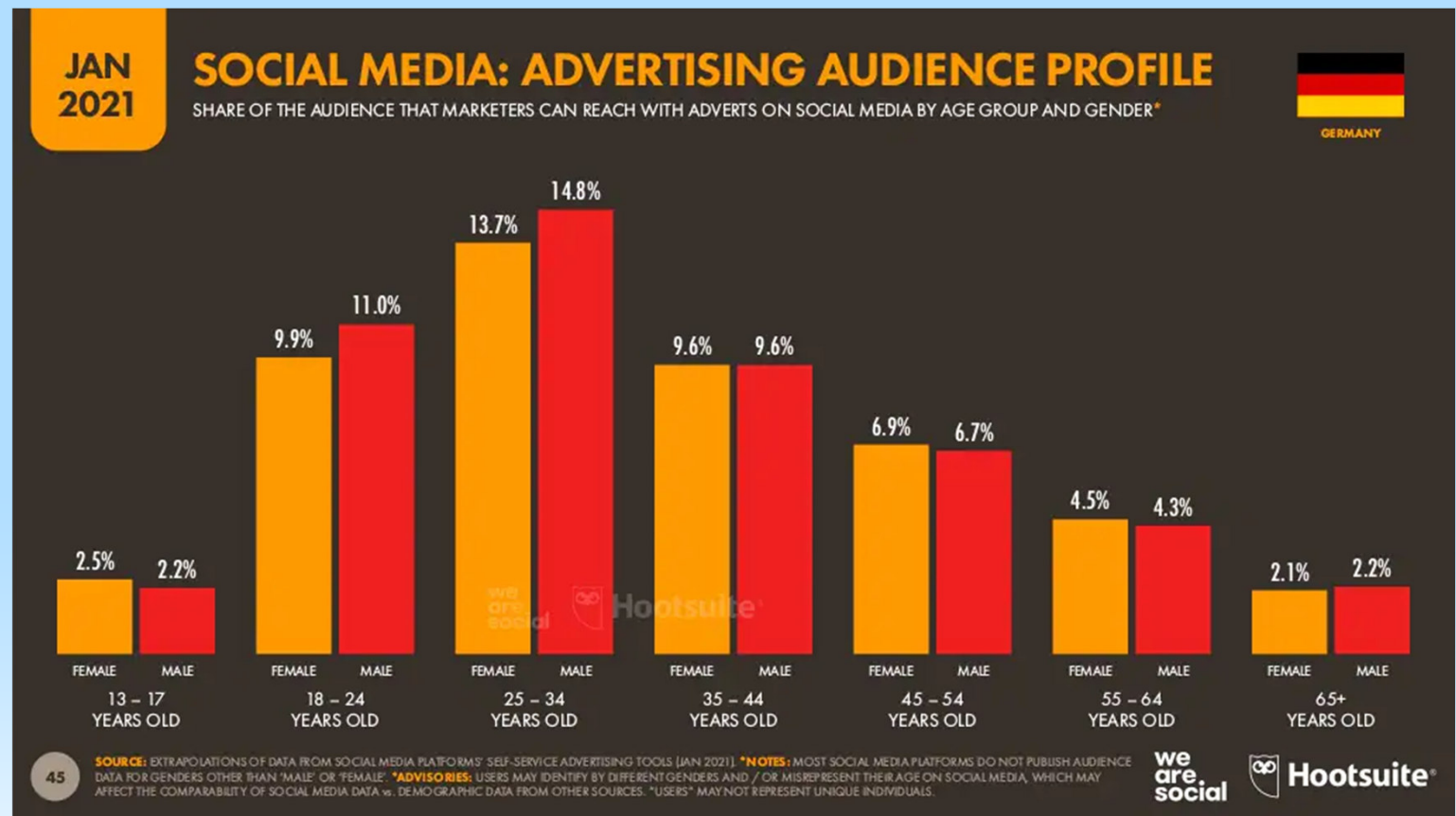
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1. Social Media Marketing

- Social Media audience by age group in Germany (2021)

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2. E-Shopping

- The Internet is the largest marketplace in the world, it offers countless opportunities to make purchases. Clothing, household appliances or groceries - everything that can be bought in the real world is now available on the Internet, and often a lot more.
- Definition: *Online shopping is the process whereby consumers directly buy goods or services from a seller in real-time, without an intermediary service, over the Internet. An online shop, e-shop, e-store, Internet shop, webshop, webstore, online store, or virtual store evokes the physical analogy of buying products in a shopping center.*

2. Benefits of E-Shopping

E-Shopping has great advantages:

- Internet shops are always open
- There is an almost unbelievable selection of goods
- The goods (including heavy items) are usually delivered to your doorstep
- In some cases, a lot of money can be saved on the Internet

2. Order with E-Shopping

How do I order on the internet?

Practically all larger companies are now also represented on the Internet. An order from an online shop can be placed quickly and easily - simply select the goods you want, enter the delivery details and a payment method and, in the last step, confirm the purchase.

2. Your rights in E-Shopping

When buying goods and services from the Internet, you of course have the same rights as when buying in a shop:

- As in the conventional mail order business, you usually have a right of withdrawal for orders on the Internet
- If you don't like something, you can send it back within a certain period and get your money back
- Online dealers are also obliged to replace or repair defective items of course.

2. Your rights in E-Shopping

- The online shops have a corresponding form available for declaring the revocation. A simple letter is also sufficient to break away from the unwanted contract.
- However, the retail trade is not legally obliged under all circumstances to assume the costs of returning the goods that have been ordered.
- Therefore, shipping costs for a return can be borne by the customer. However, many large online stores do without this.

2. Scammers with E-Shopping

But pay attention!

There are also fraudsters on the Internet: so-called fake shops often look deceptively real and lure with supposedly cheap offers that have to be paid in advance. The goods that have already been paid for, however, never reach the buyers; the customers are left with the damage.

2. Scammers with E-Shopping

Therefore, there are a some things to keep in mind when buying on the Internet:

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2. Scammers with E-Shopping

Therefore, there are a some things to keep in mind when buying on the Internet (1/2):

- Before making your first purchase in an unfamiliar store, check the company's reputation. Reviews of other users on the net help, but should also be read critically.
- Also check the imprint of the page. The company may be based in another part of the world. Then you have to expect additional customs fees and problems with the assertion of the warranty.

2. Scammers with E-Shopping

Therefore, there are a some things to keep in mind when buying on the Internet (2/2):

- Check orders carefully! No matter which shop you are in and no matter what you buy, it is always important to carefully check the individual ordering steps.
- But no worries: A contract is only effective when an order is expressly confirmed.

3. Google shopping search

- Top queries in Turkey (2020)

Source: DataReportal (2021), "Digital 2021: Turkey," retrieved from <https://datareportal.com/reports/digital-2021-turkey>



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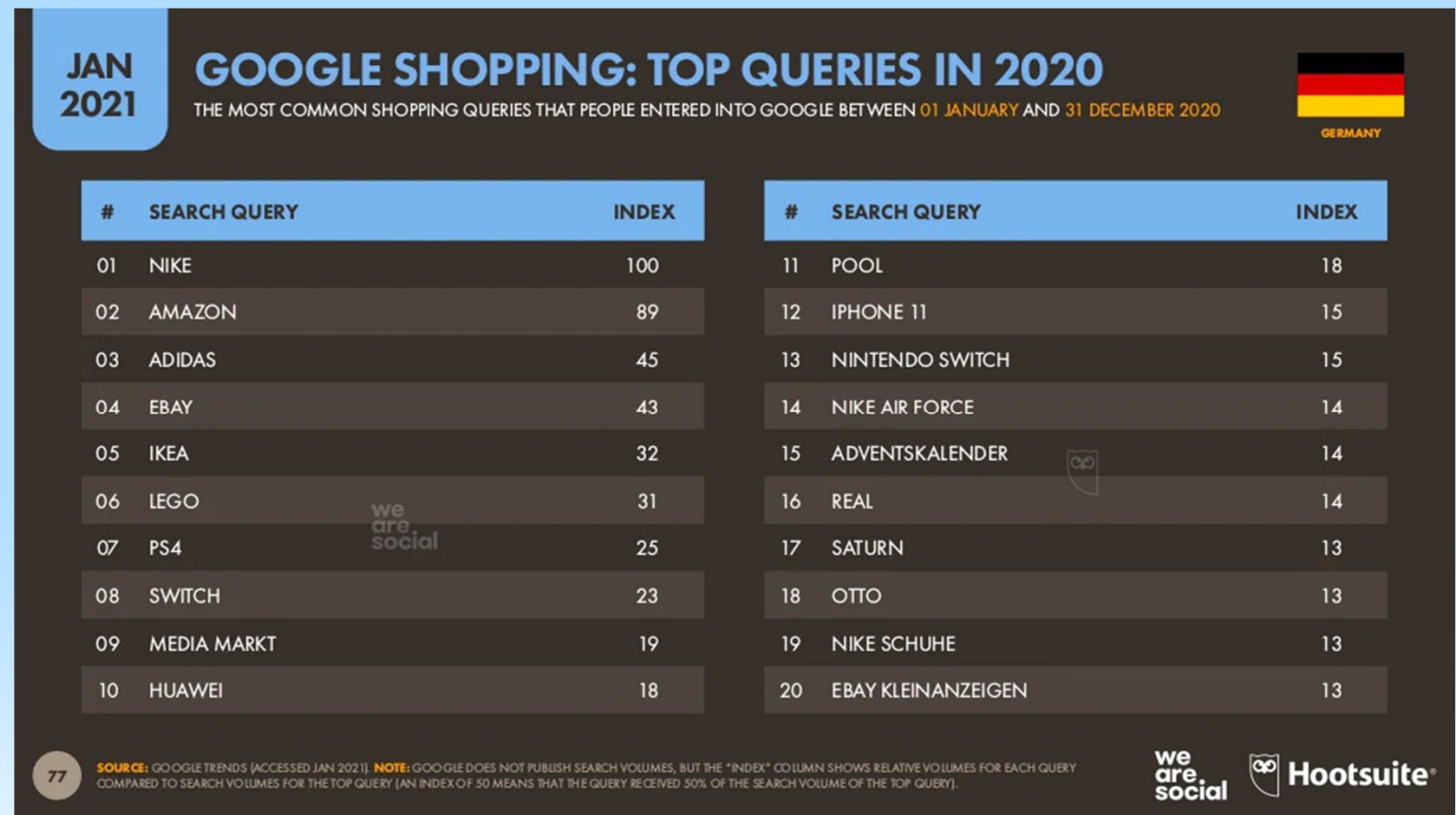
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3. Social Media Visibility

Social Networks have become indispensable in our society and are part of E-Marketing on the corporate side

Which Social Media Marketing measures are useful? What matters for Social Media Visibility is:

- Size and popularity of the platform
- The target group
- The type of service / benefit that makes the platform attractive for users

3. Social Media Visibility

Important Social Apps are:

- *Facebook*
 - *Instagram*
 - *Twitter*
 - *TikTok*
-
- Social Media always includes creating content. Entrepreneurs who have internalized the creation of content in their everyday work are on the right track to use E-Marketing to acquire und retain customers. Choose your platform consciously based on the question of where your target group is mostly located.

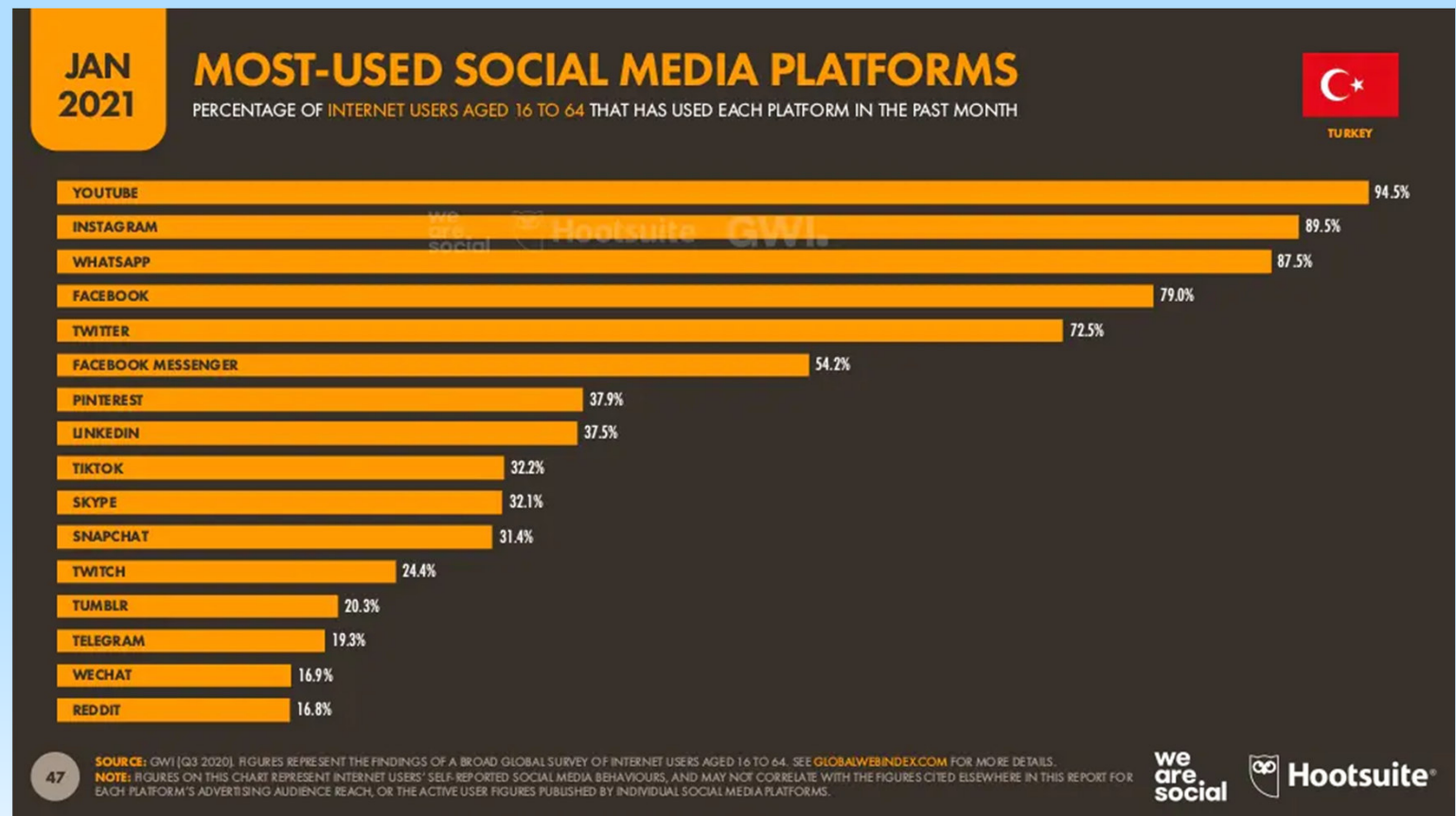
3. Social Media Usage

- Social Media Usage should be regularly and thoughtful
- The creation of an professional editorial plan is suitable for planning in order to structure the content in advance
- Time should be invested in creating good content, and creating content on the fly or spontaneously is not advisable
- In addition, attention should be paid to a uniform design and appealing graphics that present the products / the service well

3. Social Media Usage

- Social Media usage in Turkey (2021)

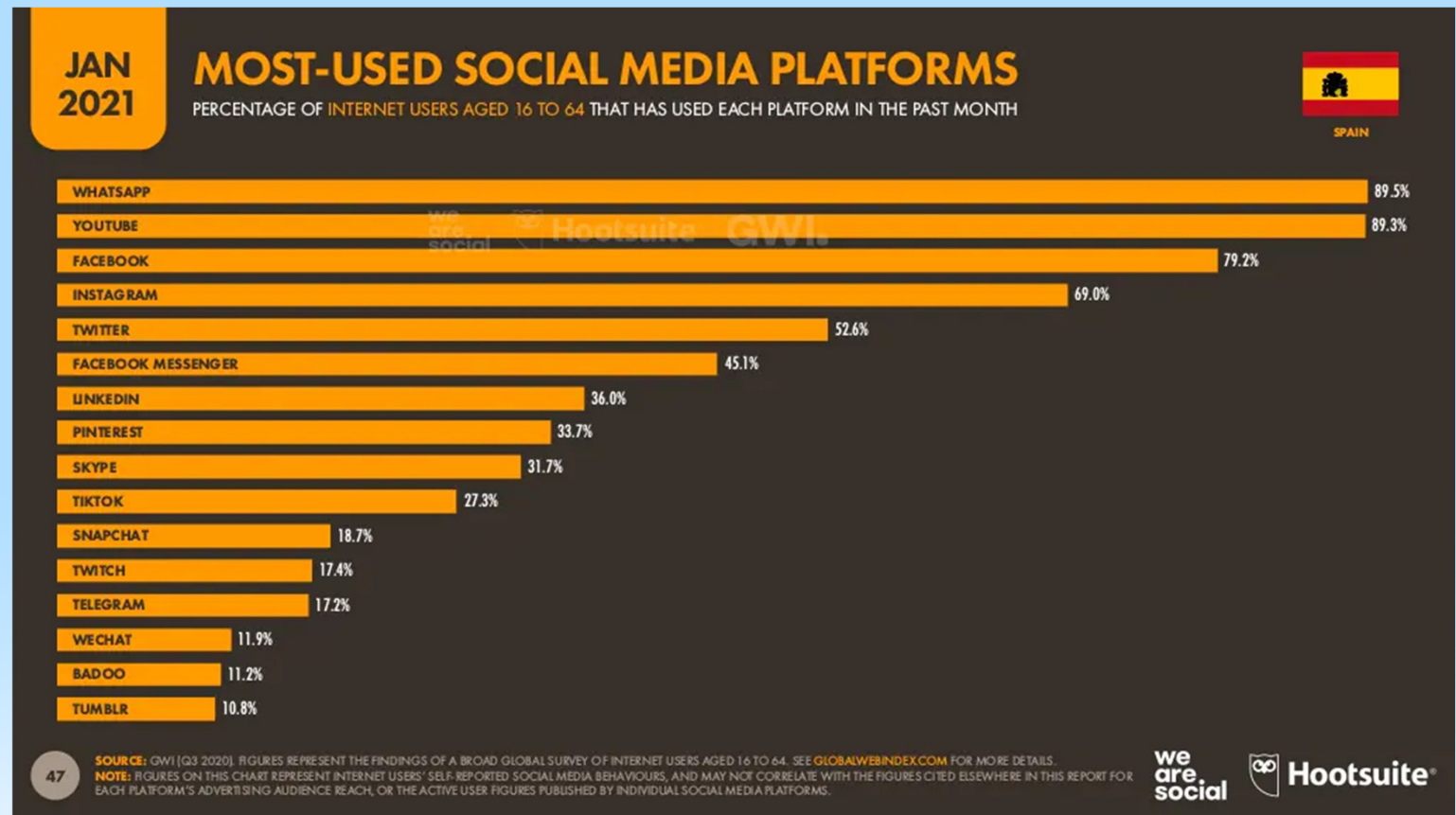
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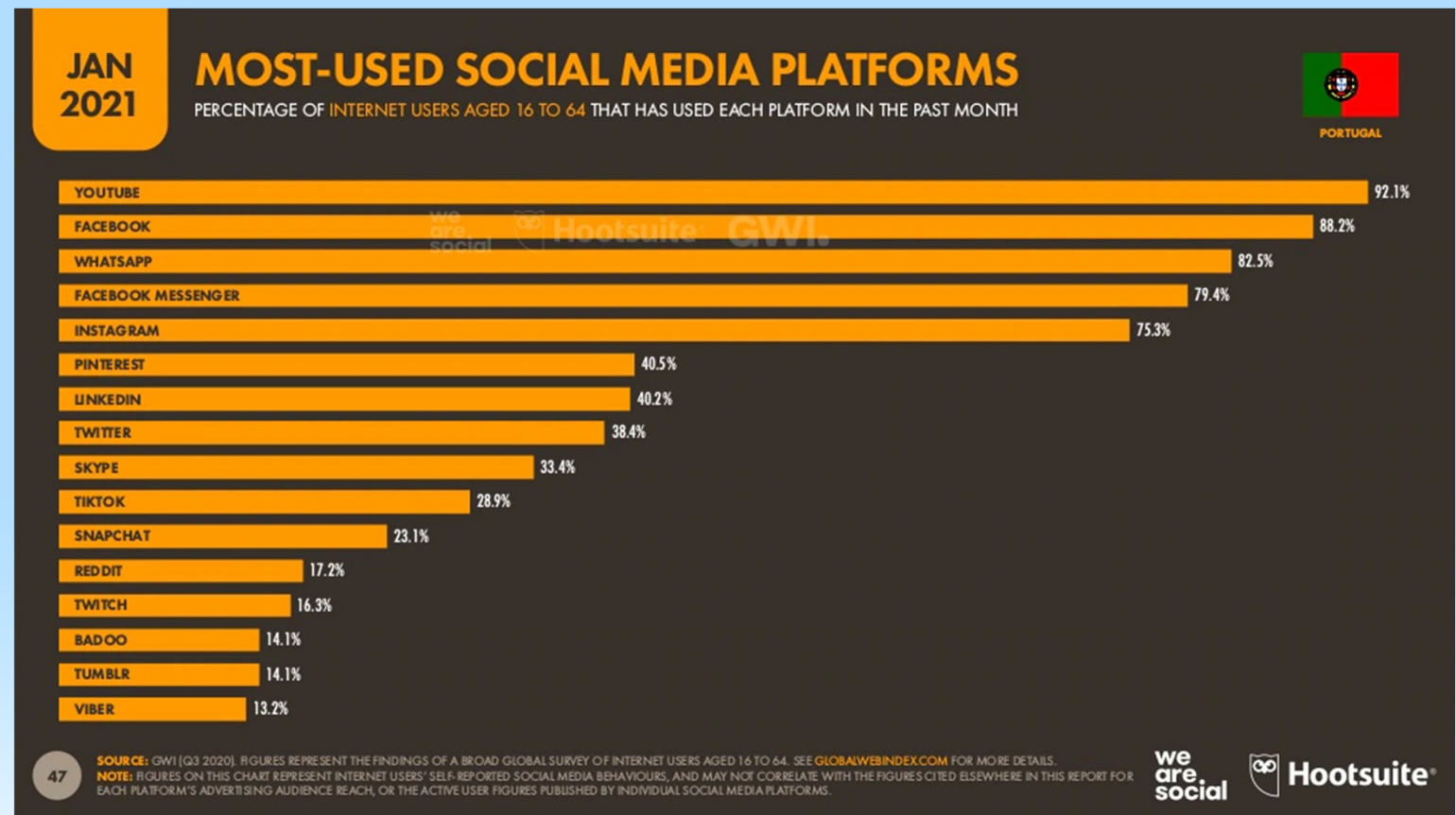
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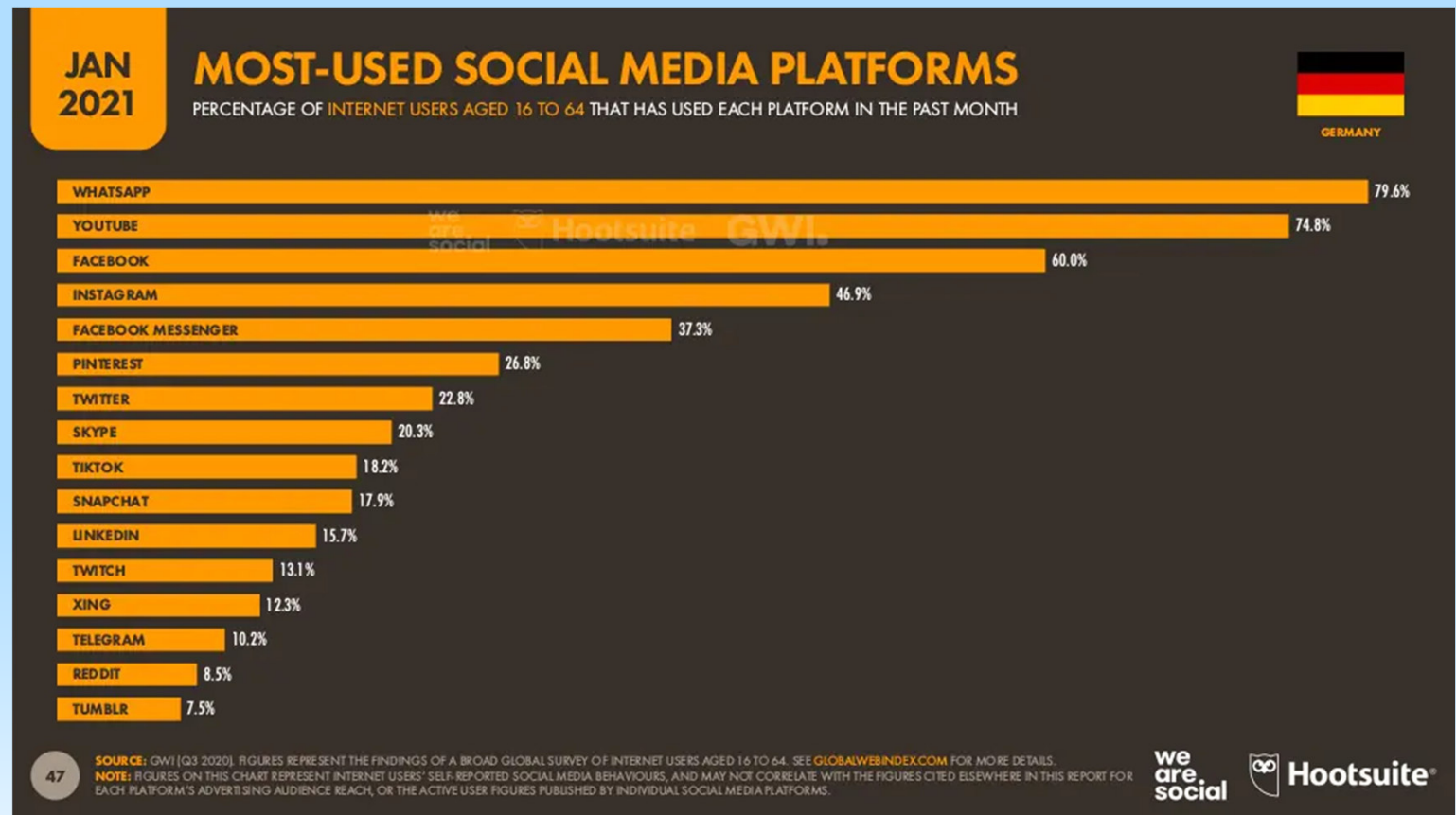
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4. Cyber Security

There are many dangers on the Internet: data is stolen, strangers take unauthorized access to bank accounts and you suddenly receive bills for things that you did not order. With so many risks, it can be difficult to keep track of things.

The good news, however, is that if you behave carefully online, you can greatly reduce these dangers. To do this, it is usually sufficient to observe a few important rules and use additional programs that automatically ward off dangerous elements.

4. Cyber Security – Tips for your safety

- Keep your programs and operating systems up to date.
- Set up a security program that protects against viruses and Trojans.
- For e-mail: Do not open any e-mails from unknown senders.
- For online purchases: Check beforehand who exactly is your contractual partner for purchasing and look in the imprint. Read critically the reviews and complaints of other consumers on the Internet.
- Before submitting an order, always check whether it is very clear which costs will be incurred (purchase price and shipping and / or insurance).

4. Cyber Security – Programs

When surfing the internet, this is very important:

When using the Internet, it can always happen that you catch malware on your own computer. These are called "viruses" or "Trojans". Security programs that are available free of charge or for a fee protect against this. You should also provide these programs with updates on a regular basis or - if possible - set them so that they are automatically updated. Users have to "vaccinate" their devices regularly so that the protection remains effective.

4. Cyber Security – Apps

When surfing the internet, this is very important:

On smartphones and tablets, the programs are called apps. Game apps, for example, are popular, as are weather apps or apps for local public transport. Apps should only be downloaded from the providers' sales platforms (shop apps) in order to be protected from malware as far as possible and to always keep them up to date.

4. Cyber Security – Really free?

Free or paid

Free and paid services are usually easy to distinguish from one another on the Internet. Because prices must also be stated clearly and comprehensibly on the net. If you are asked to enter your personal data - such as your postal address and your date of birth - this is more of a chargeable service.

4. Cyber Security – Really free?

Free services

Many information and entertainment offers on the net are free of charge. So you don't have to pay anything for many newspapers, video stores, music or data services. If you read texts or watch videos on the Internet, you don't have to expect high bills to flutter into your house out of the blue. Nevertheless, a certain amount of caution should be exercised when online providers try to win customers for their products or services.

4. Cyber Security – Really free?

... but pay attention

As with any contract, you should always take a look at the small print on the Internet. Because this could hide disadvantageous conditions. In general, a special warning protects against the unconscious conclusion of fee-based contracts. However, you have to be very attentive to a "free trial phase". It often turns into a paid contract after a certain period of time if you do not cancel in time. Make a note of the expiration date and think about the timely termination.

4. Cyber Security – Data Security

Who should know what about me?

The latest news and documents can be distributed quickly and easily via the Internet. Unfortunately, this also applies to personal data. Once data has been made accessible to everyone and copied several times around the world, it is difficult to take it back. Users have the right to have their personal data deleted. However, asserting this right can be tedious.

4. Cyber Security – Data Security

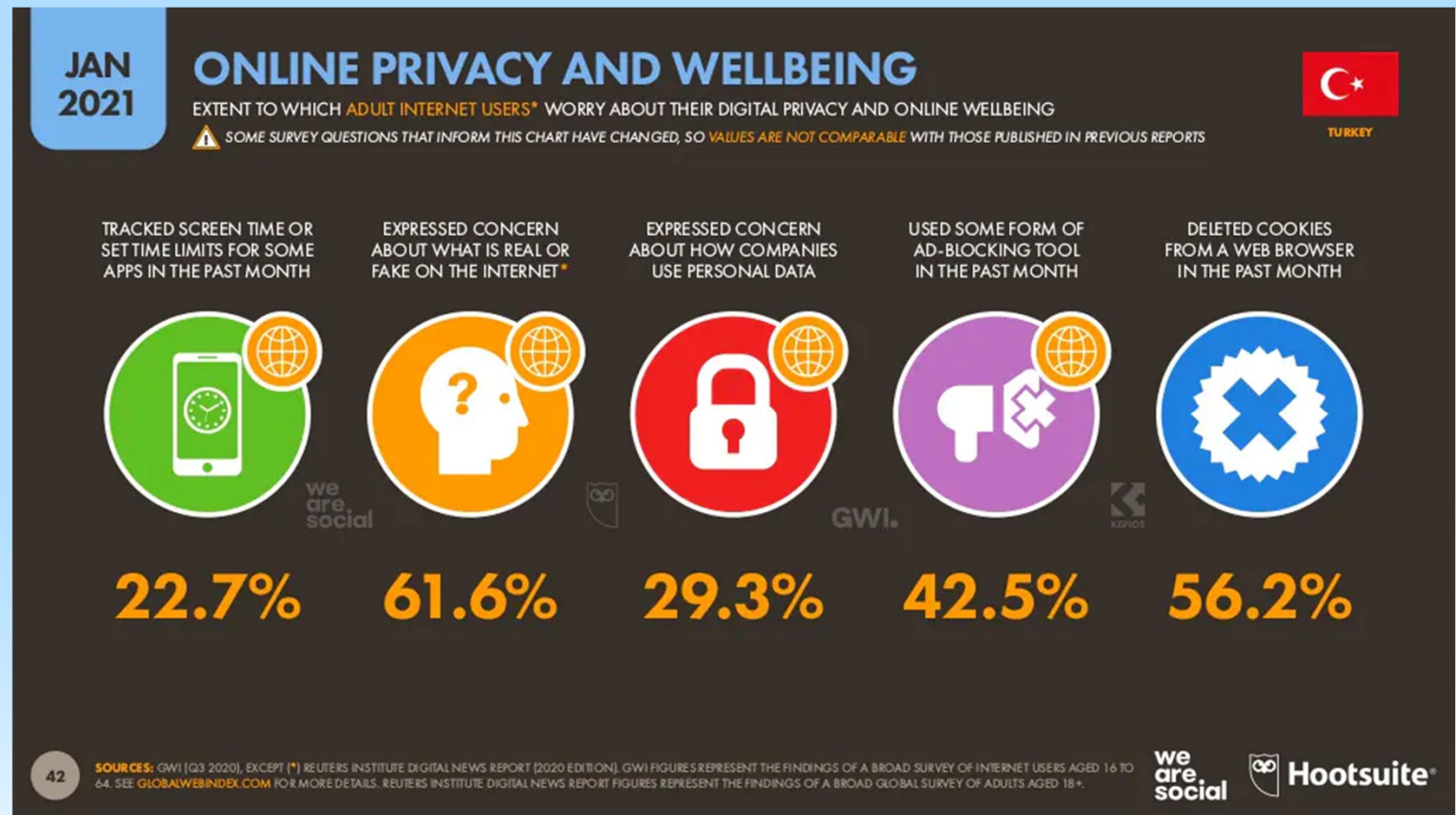
Who should know what about me?

Anyone who sends or posts data over the Internet must always ask themselves whether they will be made publicly available. Clearly addressed, personal messages, such as messages in e-mails or internet phone calls, are largely safe from prying eyes. Data posted in social networks or public discussion forums allow completely different insights. If you want, you can read along. To protect against disadvantages, only as much should be disclosed as is necessary for the occasion.

4. Concerns

- Worries about digital privacy in Turkey (2021)

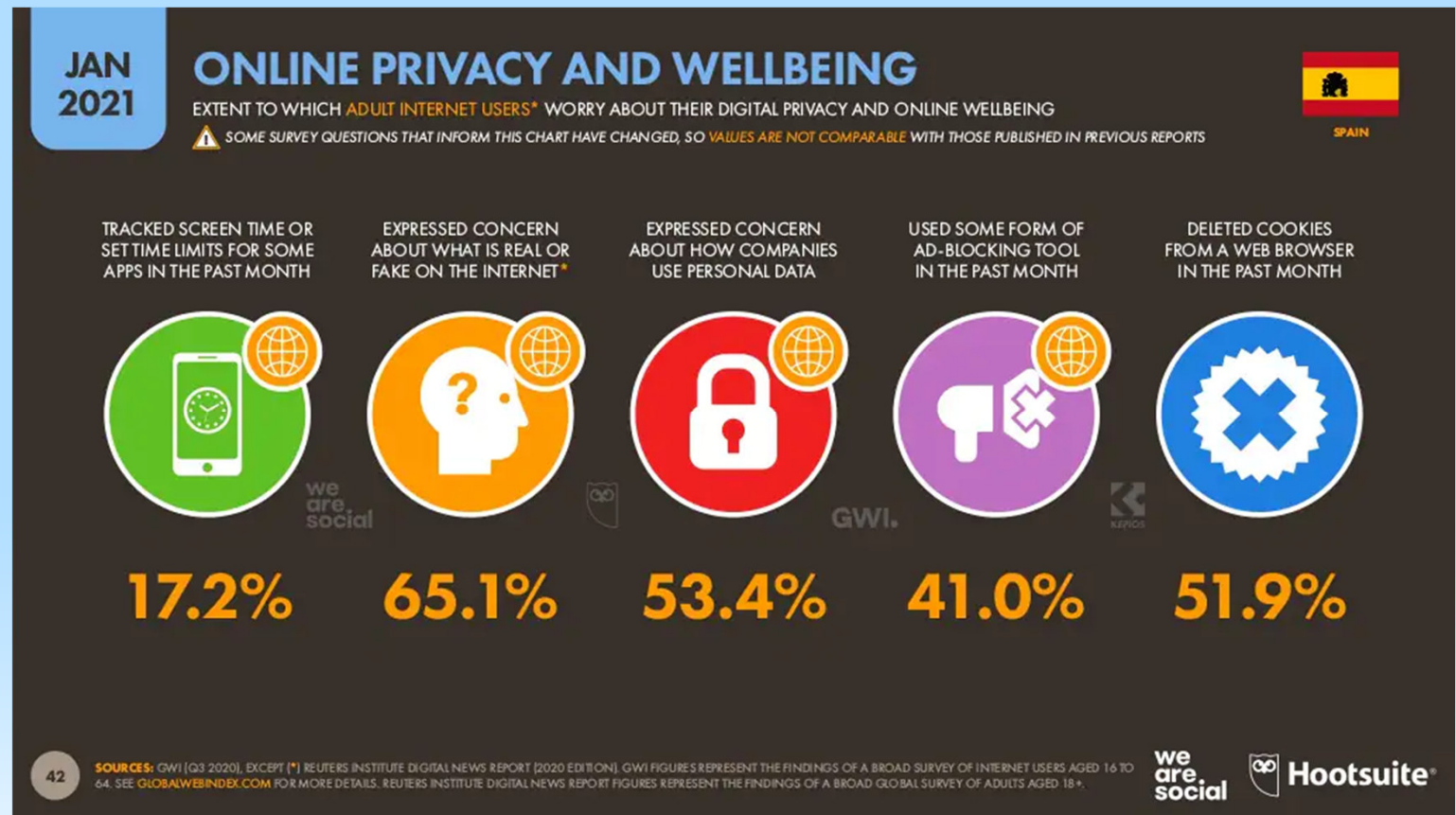
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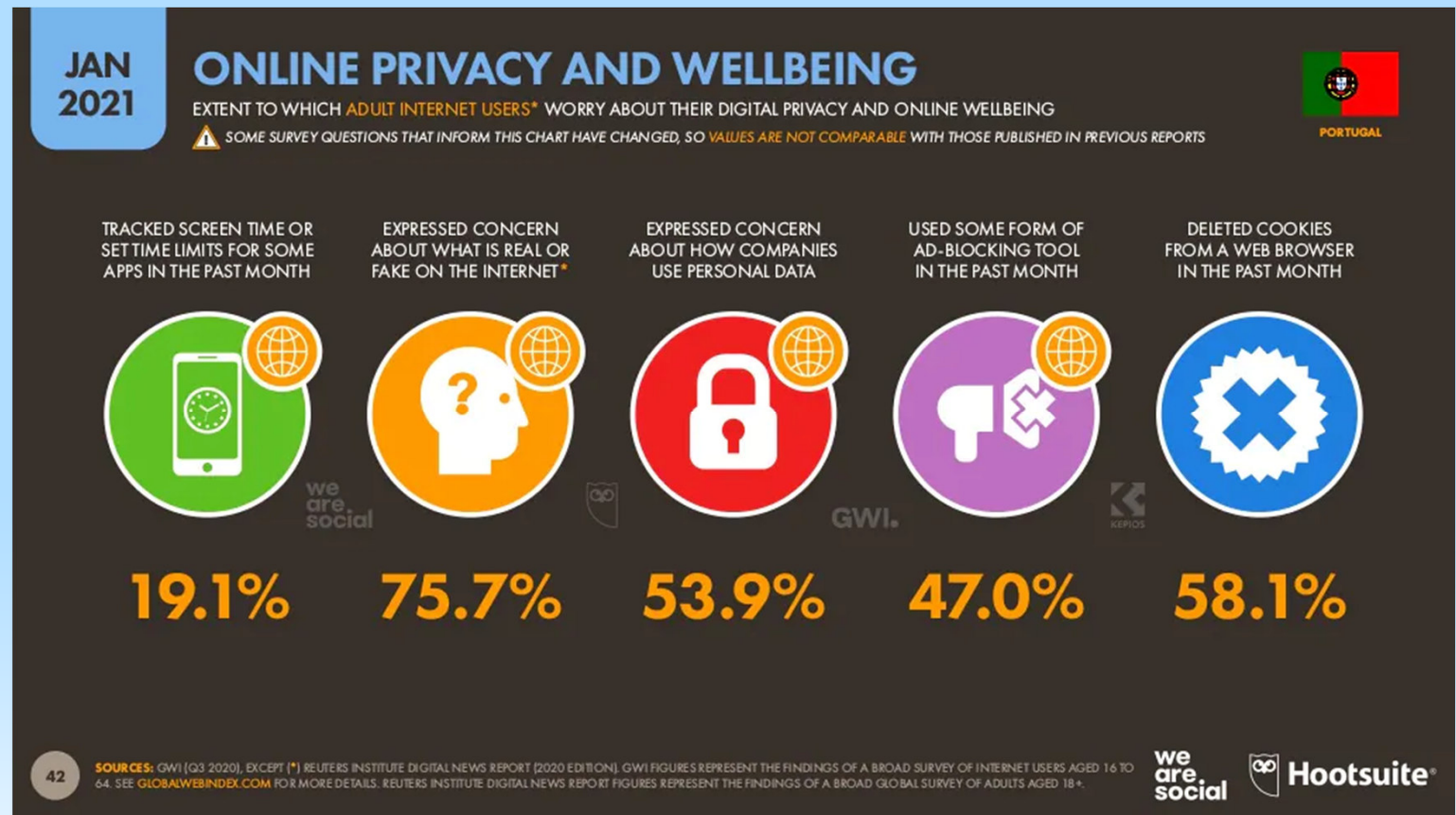
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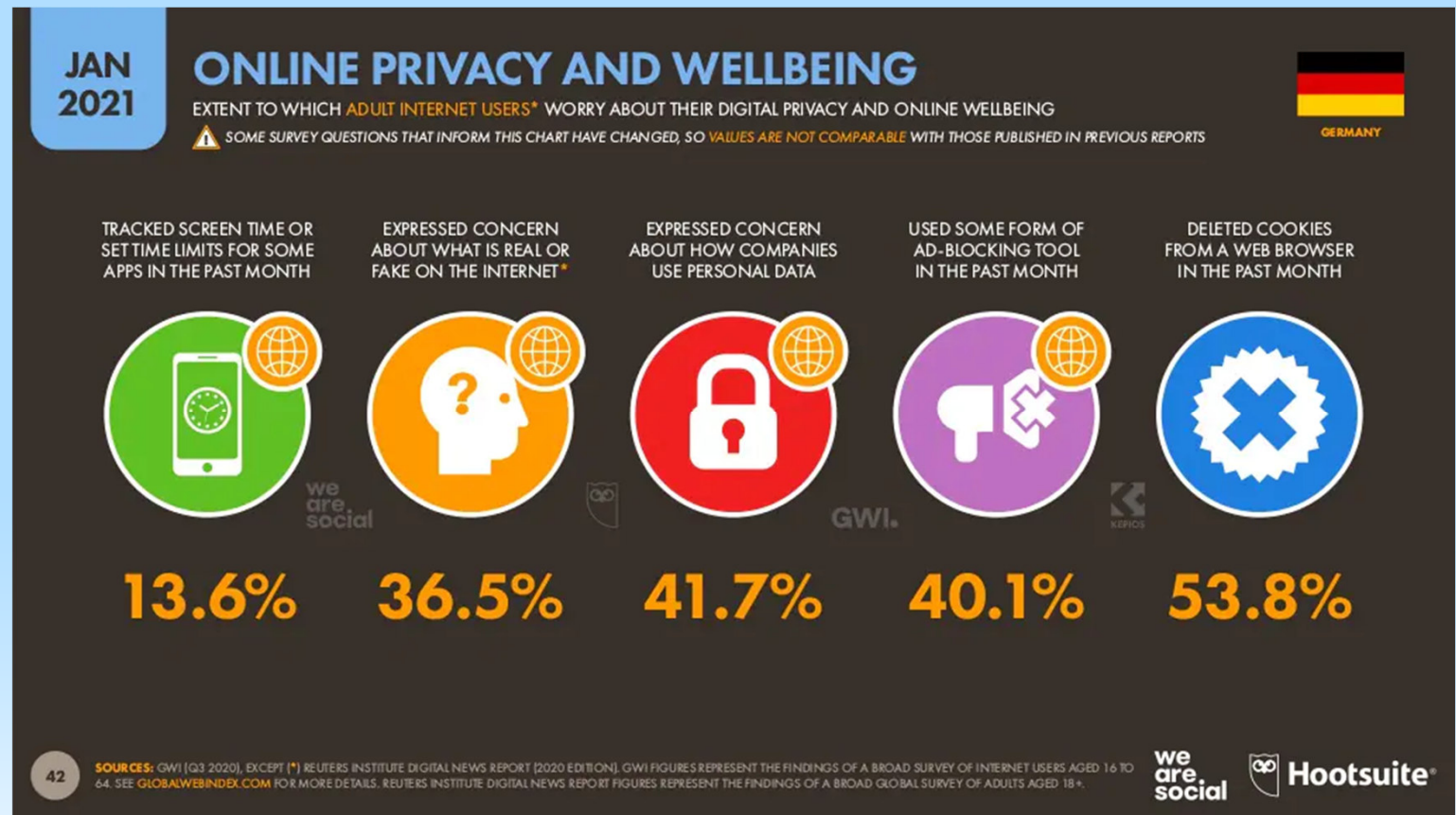
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