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DIGITAL MARKETING AT HBS ONLINE





Introduction

Specifically today, companies grapple with new opportunities and threats that lie in engaging an audiences online. HBS Online illustrates how a distinguished institution changes its course to respond to the new behavioral patterns of the target population.

The background of the slide is a detailed historical painting of a coastal city, likely Constantinople, during the Ottoman era. The scene shows a large harbor filled with various sailing vessels, including galleys and multi-masted ships. In the foreground, several large galleys are docked at a pier. The middle ground features a town built on a hillside overlooking the water, with numerous buildings and a prominent mosque with a tall minaret. The background shows a range of mountains under a sky with soft, golden light, suggesting a sunset or sunrise. The overall style is characteristic of 19th-century historical painting.

Social Media

Social media shares are vital to HBS Online engagement as they create larger access points and higher levels of involvement. Business social network like, Linked In and Twitter enable HBS Online to target career minded individuals.

SEO and SEM

Social networking sites and organic search engine marketing (SEO) and paid search engine marketing (SEM) are critical strategic activities of HBS Online. Through increasing the website search ranking and focusing on the proper keywords, HBS Online guarantees its presence in aggressively competitive contexts.





Conclusion

The “Harnessing Digital for Marketing at HBS Online” case offers a great insights into the online marketing mix. As a result, HBS Online can maintain its competitive position throughout the contemporary online education market by satisfying the market needs and effectively engaging its users.

Resource

This case is just a sample partail case solution. Please place the order on the website to order your own orignally done case solution.

Resource: Visit thecasesolution.com for detailed analysis and more case studies.