Public Relations (PR)

- ☐ Press Release Writing and Distribution
- ☐ Media Relations
- ☐ Crisis Communication
- ☐ Reputation Management
- ☐ Event Management

Digital Marketing

- ☐ SEO (Search Engine Optimization)
- ☐ SEM (Search Engine Marketing)
- ☐ Social Media Marketing
- ☐ Email Marketing
- ☐ Content Marketing

Social Media Management

- ☐ Social Media Strategy Development
- ☐ Content Creation and Curation
- ☐ Community Management
- ☐ Social Media Advertising
- ☐ Analytics and Reporting

Media Relations

- ☐ Media Outreach

- ☐ Press Conference Coordination

- ☐ Media Training

- ☐ Influencer Engagement

- ☐ Media Monitoring

Event Management

- ☐ Event Planning and Strategy

- ☐ On-Site Management

- ☐ Post-Event Analysis

- ☐ Virtual Events

- ☐ Sponsorship Management

Content Creation and Curation

- ☐ Blog Writing

- ☐ Video Production

- ☐ Graphic Design

- ☐ Infographic Creation

- ☐ Podcast Production

Crisis Communication

- ☐ Crisis Plan Development

- ☐ Crisis Training and Simulations

- ☐ Real-Time Crisis Management

- ☐ Post-Crisis Evaluation

- ☐ Stakeholder Communication

Advertising and Media Buying

- ☐ Ad Campaign Strategy

- ☐ Media Planning and Buying

- ☐ Ad Design and Production

- ☐ Performance Tracking

- ☐ Programmatic Advertising

Market Research and Analysis

- ☐ Competitor Analysis

- ☐ Consumer Insights

- ☐ Trend Analysis

- ☐ Brand Perception Studies

- ☐ Campaign Effectiveness Measurement

Web Design and Development

- ☐ Website Design

- ☐ Website Development

- ☐ UX/UI Design

- ☐ Website Maintenance

- ☐ Analytics Setup and Reporting

Influencer Marketing

- ☐ Influencer Identification

- ☐ Campaign Planning

- ☐ Contract Negotiation

- ☐ Content Collaboration

- ☐ Performance Analysis

Email Marketing

- ☐ Email Campaign Strategy
- ☐ Template Design
- ☐ List Management
- ☐ Automation Setup
- ☐ Performance Reporting

Graphic Design

- ☐ Logo Design
- ☐ Marketing Collateral
- ☐ Brochure and Flyer Design
- ☐ Presentation Design
- ☐ Digital Graphics

Video Production

- ☐ Concept Development
- ☐ Script Writing
- ☐ Filming and Editing
- ☐ Motion Graphics
- ☐ Distribution Strategy

Strategic Communications

- ☐ Communication Planning
- ☐ Internal Communications
- ☐ Executive Communications
- ☐ Change Management
- ☐ Measurement and Reporting