



# Gestiunea Eficientă a Afacerii (GEA)

## Modul 4: Digitalizare a afacerii

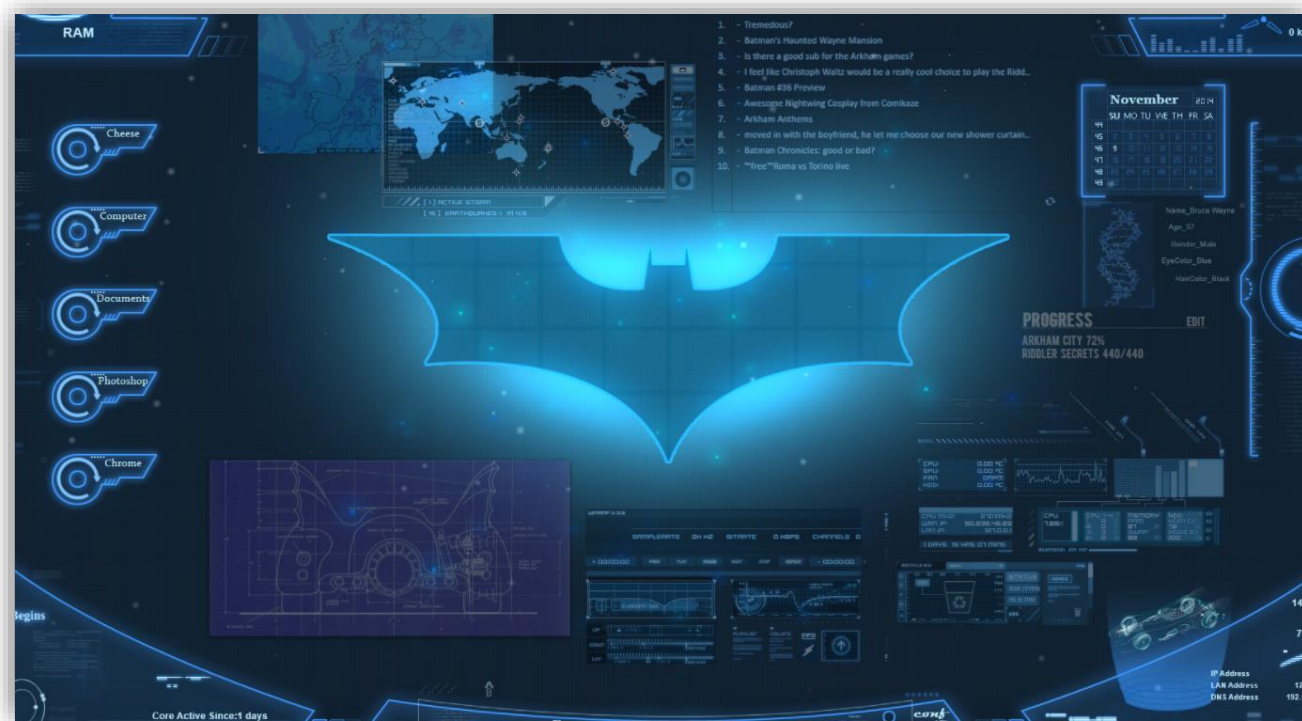
Alexandr Ișcenco

[www.alexandriscenco.info](http://www.alexandriscenco.info)



# Scopul modulului

De a asista antreprenorilor în creșterea eficienței ai afacerilor lor prin **sporirea vizibilității** acestor afaceri în mediu online, prin **promovarea** afacerilor și prin **asigurarea vânzărilor** online cu ajutorul instrumentelor și tehnologiilor informaționale moderne



# Trainer / formator

Alexandr Iscenco



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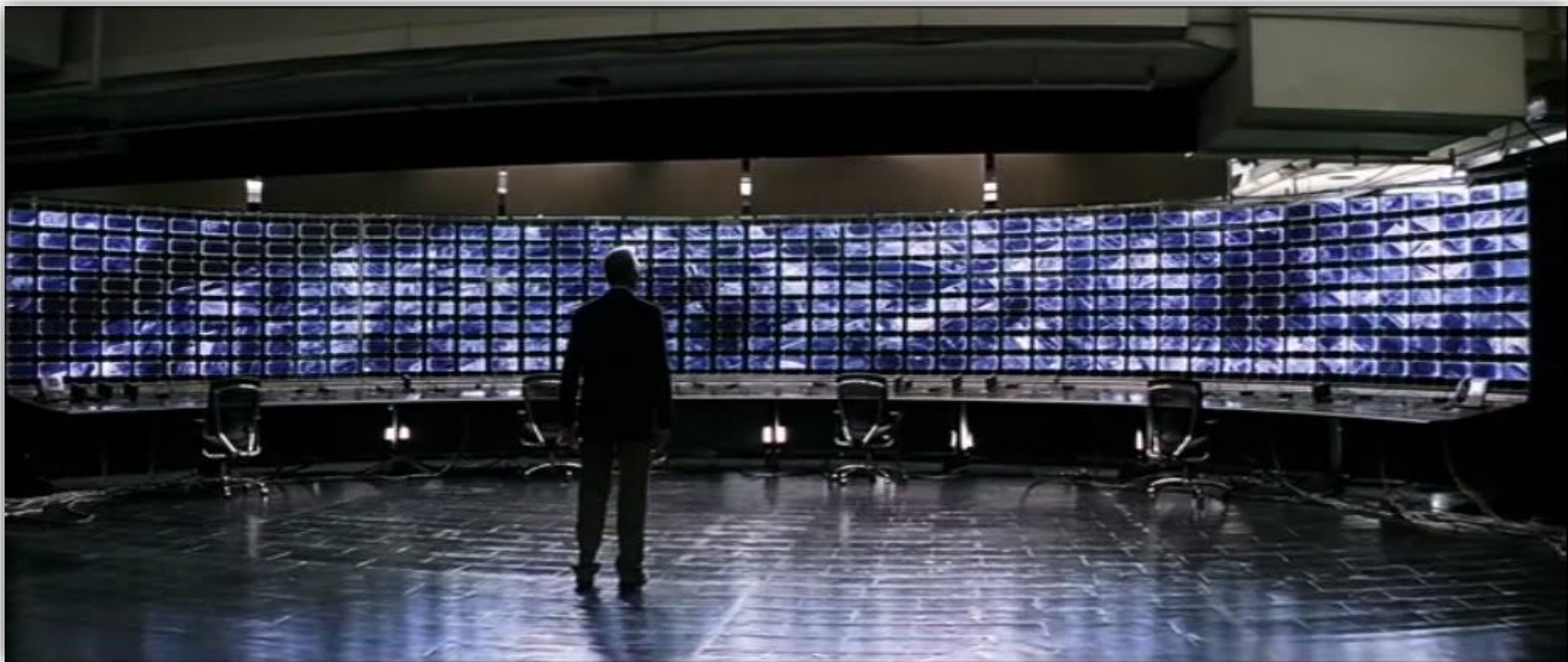
[www.linkedin.com/in/alexandriscenco](https://www.linkedin.com/in/alexandriscenco)

[alexander@megageneration.com](mailto:alexander@megageneration.com)

# Instrumente utilizate în livrare



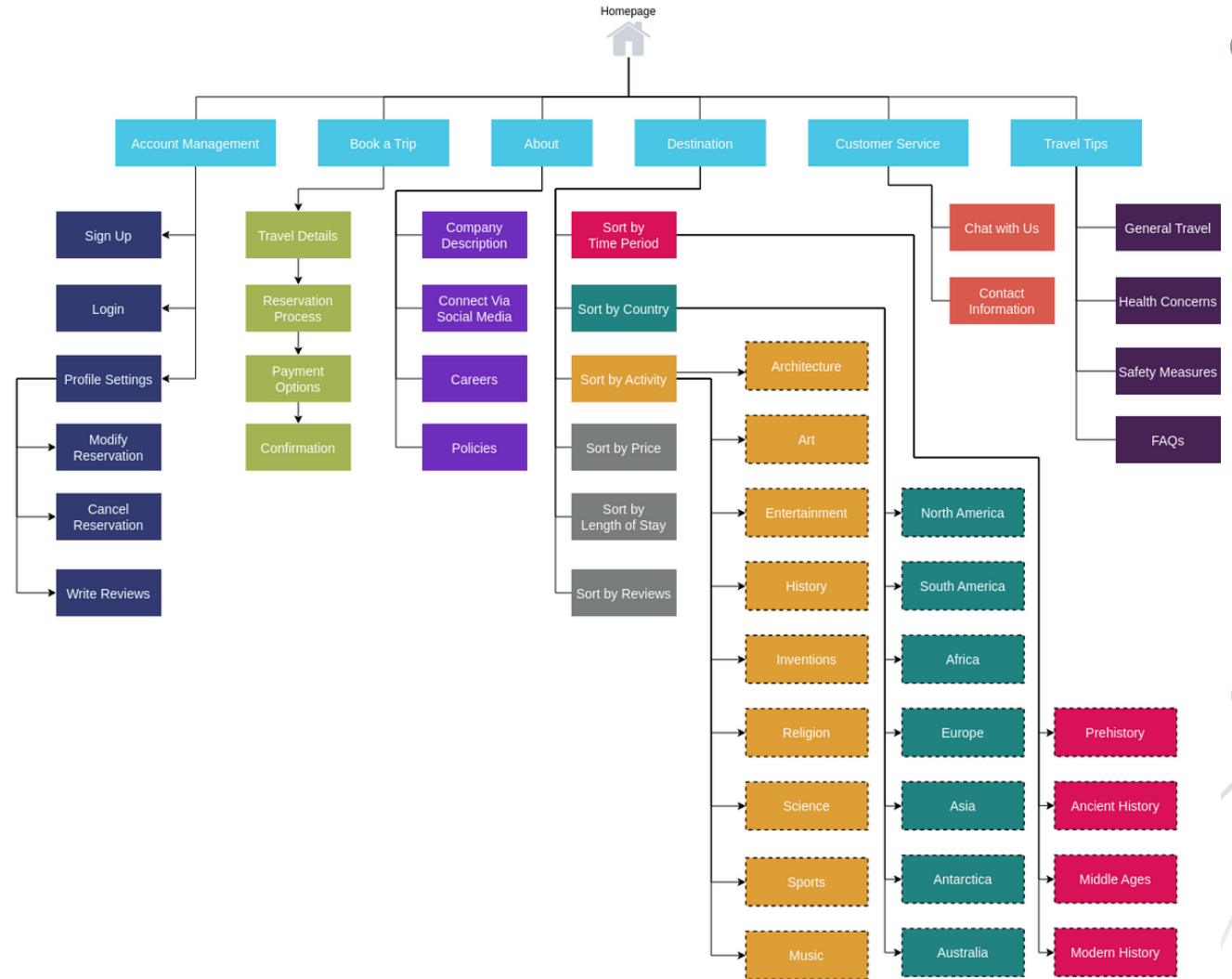
# Alfabetizare digitală pentru promovarea afacerii online



# Creare a unei pagini de pornire / unui site web

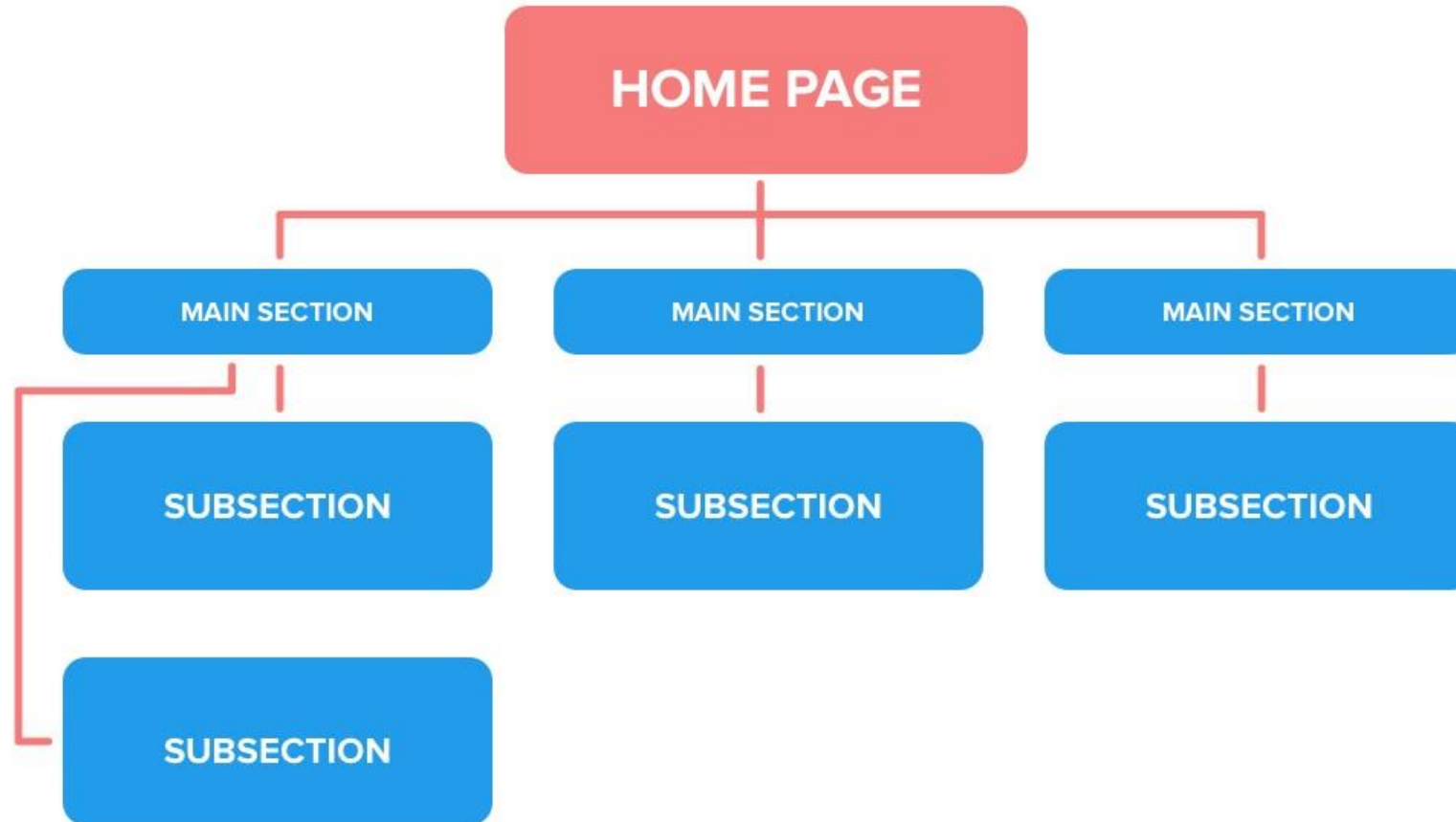


# Creare a unei pagini de pornire / unui site web

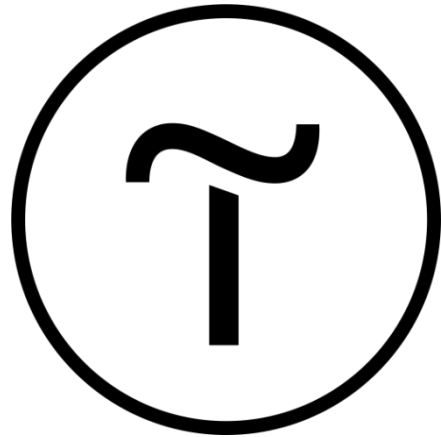




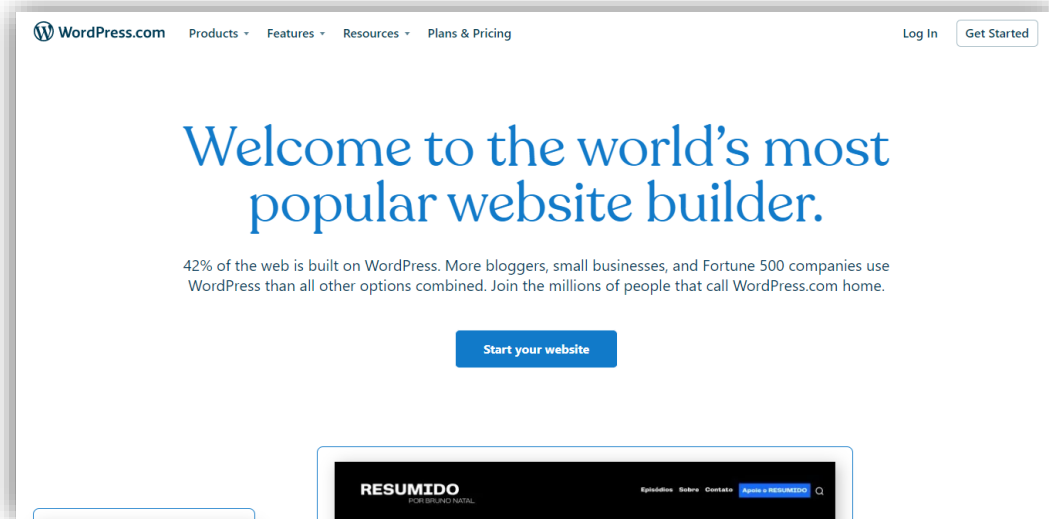
# Exercițiu: Harta site-ului web



# Creare a unei pagini de pornire / unui site web



# Creare a unei pagini de pornire / unui site web



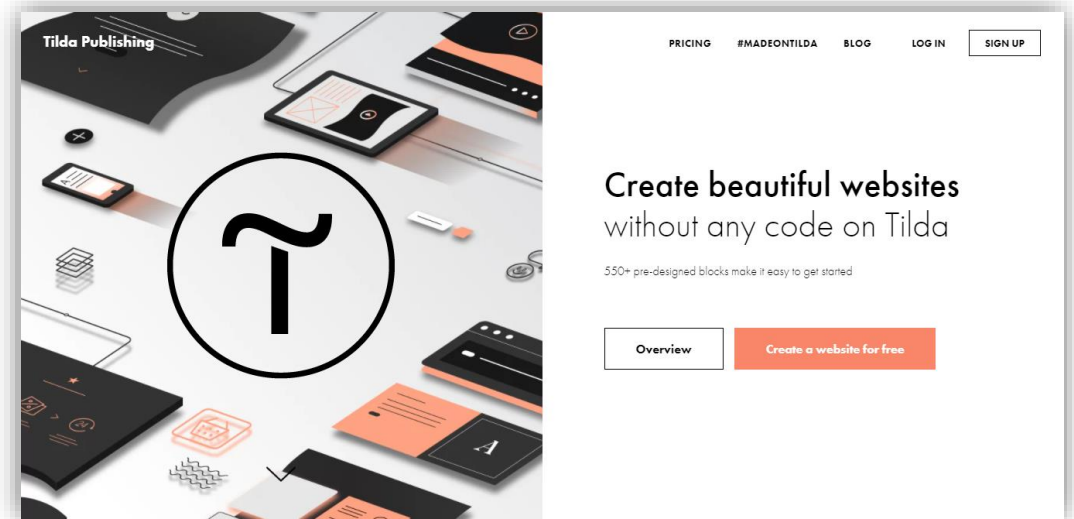
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PCUR BRAND NATAL



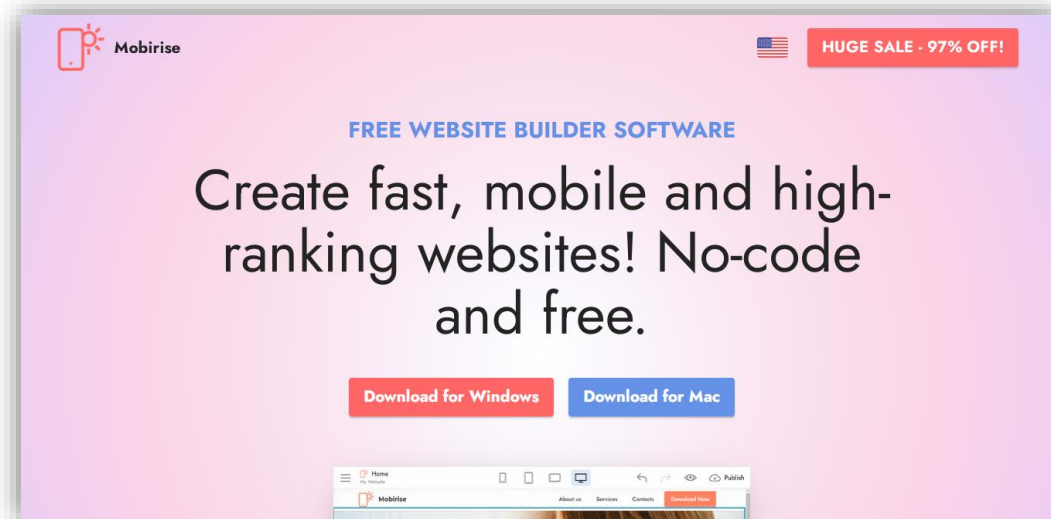
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Mobirise

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# Creare a unei pagini de pornire / unui site web

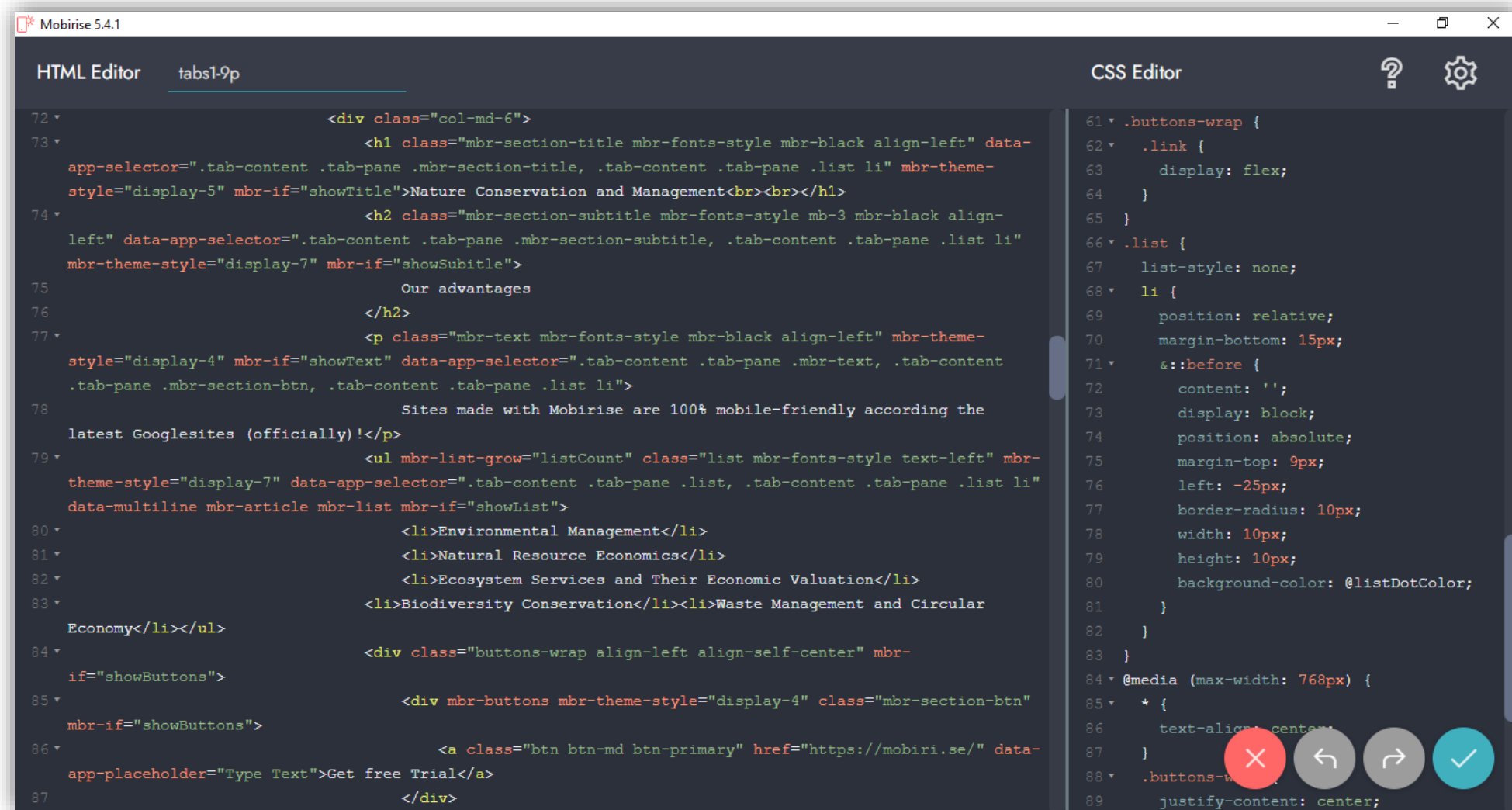
The image displays the Mobirise 5.4.1 software interface. On the left, a preview of a website template titled 'MEGA Generation' is shown, featuring sections for 'Expertise', 'Services', and 'Projects'. The 'Expertise' section includes icons for Nature Conservation and Management, Climate Change Mitigation and Adaptation, Eco-innovation and Green Entrepreneurship, Environmental Project Management, and Education for Sustainable Development. The 'Services' section includes Research & Analysis, Training & Facilitation, and Consultancy & Coaching. The 'Projects' section features logos for GREENTECH RANGERS, Climate Launchpad, ECO - HACKATHON FROM GREY TO GREEN, MEGA GAME, THE CODRU QUEST, Forest Ecosystem Services, and CURIOS.

On the right, the 'Drag Block to Page' panel is active, showing a search bar and a list of menu items: Menu, Header, Features, Article, Image & Video, Gallery & Slider, People, Contact, Social, Footer, Form, News, List, and Numbers. The 'Features' block is selected and highlighted in teal. Below the menu, several content blocks are displayed, including 'Features' blocks with icons for No Coding, Mobile Friendly, and Unique Styles, and 'Services' blocks with images of a mug, cherries, and a hand holding a camera. Each block includes a brief description and a 'Learn More' button.

# Creare a unei pagini de pornire / unui site web



# Creare a unei pagini de pornire / unui site web



The image shows a screenshot of the Mobirise 5.4.1 editor interface. The window title is "Mobirise 5.4.1". The interface is split into two main panels: "HTML Editor" on the left and "CSS Editor" on the right. The HTML Editor shows code for a page titled "tabs1-9p". The code includes a main container with a class "col-md-6", containing a section title "Nature Conservation and Management", a subtitle "Our advantages", a paragraph "Sites made with Mobirise are 100% mobile-friendly according the latest Googlesites (officially)!", and a list of four items: "Environmental Management", "Natural Resource Economics", "Ecosystem Services and Their Economic Valuation", and "Biodiversity Conservation". There is also a button element with the text "Get free Trial". The CSS Editor shows styles for classes ".buttons-wrap", ".link", ".list", and "li", including properties like display, margin, padding, and background-color. At the bottom of the CSS Editor, there are four circular icons: a red 'X', a grey left arrow, a grey right arrow, and a blue checkmark.

```
HTML Editor tabs1-9p
72 <div class="col-md-6">
73 <h1 class="mbr-section-title mbr-fonts-style mbr-black align-left" data-
app-selector=".tab-content .tab-pane .mbr-section-title, .tab-content .tab-pane .list li" mbr-theme-
style="display-5" mbr-if="showTitle">Nature Conservation and Management<br><br></h1>
74 <h2 class="mbr-section-subtitle mbr-fonts-style mb-3 mbr-black align-
left" data-app-selector=".tab-content .tab-pane .mbr-section-subtitle, .tab-content .tab-pane .list li"
mbr-theme-style="display-7" mbr-if="showSubtitle">
75     Our advantages
76 </h2>
77 <p class="mbr-text mbr-fonts-style mbr-black align-left" mbr-theme-
style="display-4" mbr-if="showText" data-app-selector=".tab-content .tab-pane .mbr-text, .tab-content
.tab-pane .mbr-section-btn, .tab-content .tab-pane .list li">
78     Sites made with Mobirise are 100% mobile-friendly according the
latest Googlesites (officially)!</p>
79 <ul mbr-list-grow="listCount" class="list mbr-fonts-style text-left" mbr-
theme-style="display-7" data-app-selector=".tab-content .tab-pane .list, .tab-content .tab-pane .list li"
data-multiline mbr-article mbr-list mbr-if="showList">
80 <li>Environmental Management</li>
81 <li>Natural Resource Economics</li>
82 <li>Ecosystem Services and Their Economic Valuation</li>
83 <li>Biodiversity Conservation</li><li>Waste Management and Circular
Economy</li></ul>
84 <div class="buttons-wrap align-left align-self-center" mbr-
if="showButtons">
85 <div mbr-buttons mbr-theme-style="display-4" class="mbr-section-btn"
mbr-if="showButtons">
86 <a class="btn btn-md btn-primary" href="https://mobiri.se/" data-
app-placeholder="Type Text">Get free Trial</a>
87 </div>
```

```
CSS Editor
61 .buttons-wrap {
62 .link {
63     display: flex;
64 }
65 }
66 .list {
67     list-style: none;
68 li {
69     position: relative;
70     margin-bottom: 15px;
71 &::before {
72     content: '';
73     display: block;
74     position: absolute;
75     margin-top: 9px;
76     left: -25px;
77     border-radius: 10px;
78     width: 10px;
79     height: 10px;
80     background-color: @listDotColor;
81 }
82 }
83 }
84 @media (max-width: 768px) {
85 * {
86     text-align: center;
87 }
88 .buttons-wrap {
89     justify-content: center;
```

# Studiu de caz: MEGA Generation



<http://megageneration.com>

# Studiu de caz: GreenTech Rangers



<https://greentechrangers.com>



# Exercițiu: Construirea unei pagini de pornire



<https://mobirise.com>

# Creare a unei pagini de pornire / unui site web



# Creare a unei pagini de pornire / unui site web



Home

## FileZilla

- Features
- Screenshots
- Download
- Documentation
- FileZilla Pro

## FileZilla Server

- Download

## Community

- Forum
- Project page
- Wiki

## General

- FAQ
- Support
- Contact
- License
- Privacy Policy
- Trademark Policy

## Development

- Source code
- Nightly builds
- Translations
- Version history
- Changelog
- Issue tracker

Promotion:



**FileZilla<sup>®</sup> Pro**  
The Best FTP Solution



GET IN NOW >

## Overview

Welcome to the homepage of FileZilla®, the free FTP solution. The *FileZilla Client* not only supports FTP, but also FTP over TLS (FTPS) and SFTP. It is open source software distributed free of charge under the terms of the GNU General Public License.

We are also offering *FileZilla Pro*, with additional protocol support for WebDAV, Amazon S3, Backblaze B2, Dropbox, Microsoft OneDrive, Google Drive, Microsoft Azure Blob and File Storage, and Google Cloud Storage.

Last but not least, *FileZilla Server* is a free open source FTP and FTPS Server.

Support is available through our [forums](#), the [wiki](#) and the [bug and feature request trackers](#).

In addition, you will find documentation on how to compile FileZilla and nightly builds for multiple platforms in the development section.

### ◆ Quick download links

**Download  
FileZilla Client**

All platforms


**Download  
FileZilla Server**

Windows only

Pick the client if you want to transfer files. Get the server if you want to make files available for others.

### ◆ News

# Creare a unei pagini de pornire / unui site web



**core**  
FTP

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## Free FTP client software for Windows

Now you can download Core FTP LE - free Windows software that includes the client FTP features you need. Features like SFTP (SSH), SSL, TLS, FTPS, IDN, browser integration, site to site transfers, FTP transfer resume, drag and drop support, file viewing & editing, firewall support, custom commands, FTP URL parsing, command line transfers, filters, and much, much more!

This free, secure FTP client gives you a fast, easy, reliable way to update and maintain your website via FTP. It also provides a secure method (via SSL, TLS, FTPS, HTTPS, or SFTP) to upload / download files to and from FTP servers. Check out the list of features and you'll find almost every feature you need, all in a free ftp program. There are no popup ads, advertising or spyware and you're never asked or reminded to register.

Version 2.2 - Updated Sep 28th, 2020 [ [details](#) ]

**DOWNLOAD** Core FTP now!

[ [view sample screens](#) ]

Need to transfer files between computers via FTP? Try our SFTP [server](#).

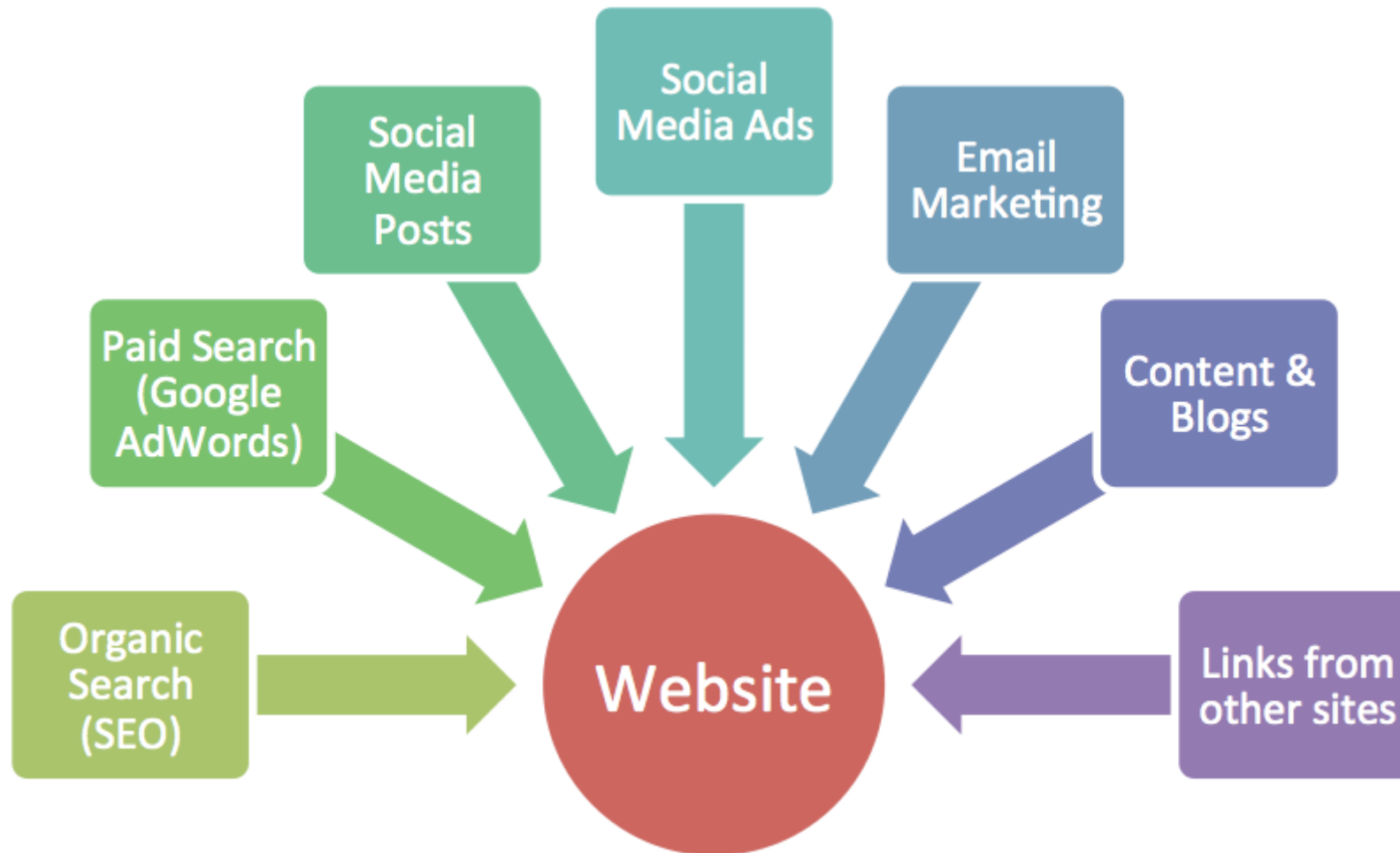
.EDUs qualify for a free FTP client site license - click [here](#) for more info.

For advanced users, **Core FTP Pro** is available with advanced features you need. Our goal is simply to bring you the best FTP software on the internet. Look at the list of [features](#) you get with Core FTP Pro - solve your current/future ftp client needs for one low price...

Client features include:

- Secure SFTP, SSL, TLS, & FTPS
- International Domain support
- Fast and secure client transfers
- HIPAA compliant security
- Mode Z compression
- User-friendly interface(s)
- Site to Site file transfers
- FULL drag and drop support
- Start/stop/resume of transfers
- Auto retry of failed transfers
- Transfer bandwidth control
- Browser integration
- File masking (wildcards)
- Keep Alive functionality
- Remote file searching
- File permissions (CHMOD)
- Advanced directory listings
- .htaccess & .htpasswd editing
- One click transfers
- Keep Alive functionality
- Automatic S/Key support
- Favorites via menu & drop down
- Desktop shortcuts & drop u/l's
- Command line support

# Interacțiunea clientului cu conținutul



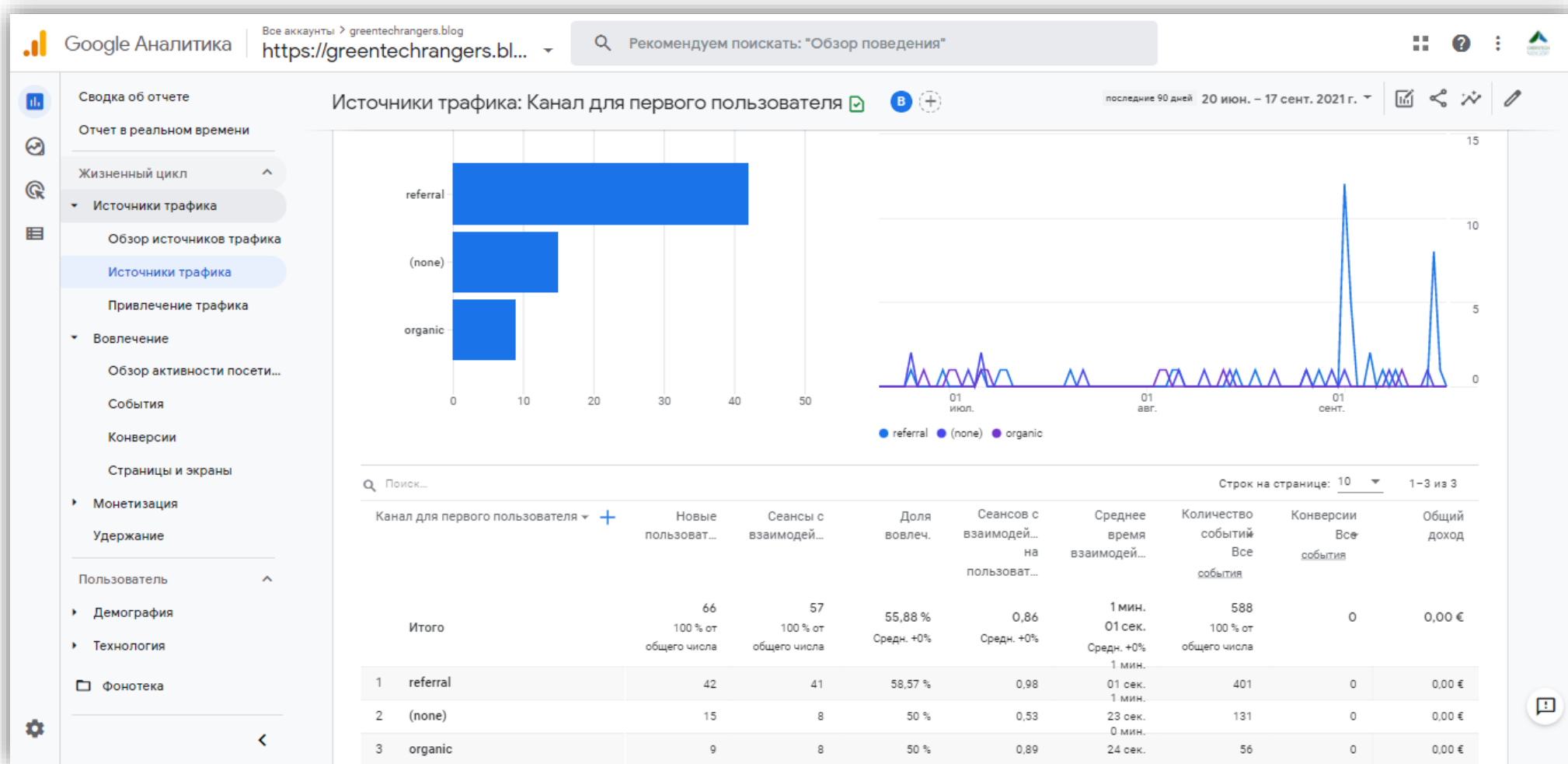
# Interacțiunea clientului cu conținutul



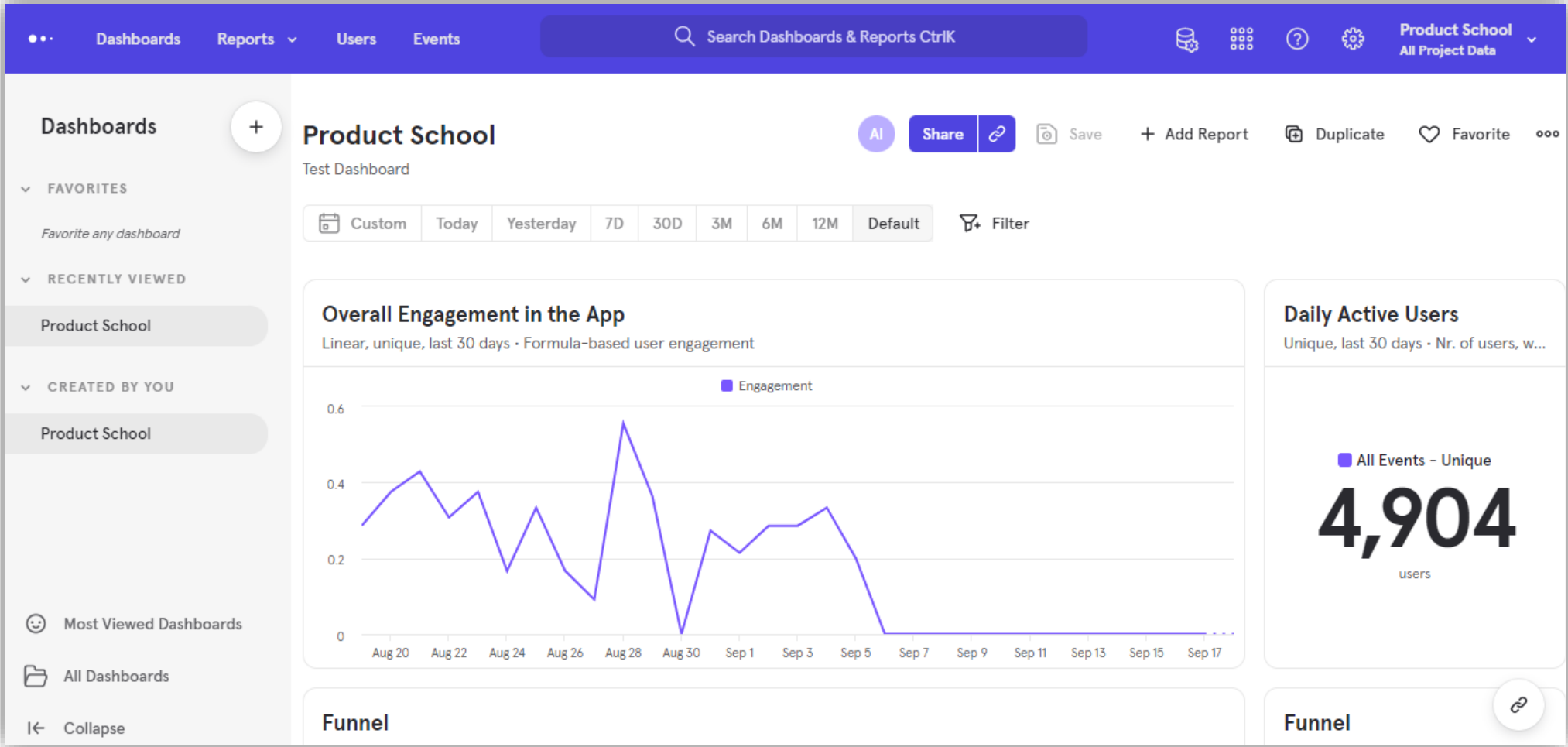
Google Analytics

mixpanel

# Interacțiunea clientului cu contentul



# Interacțiunea clientului cu conținutul





# Tipuri de content



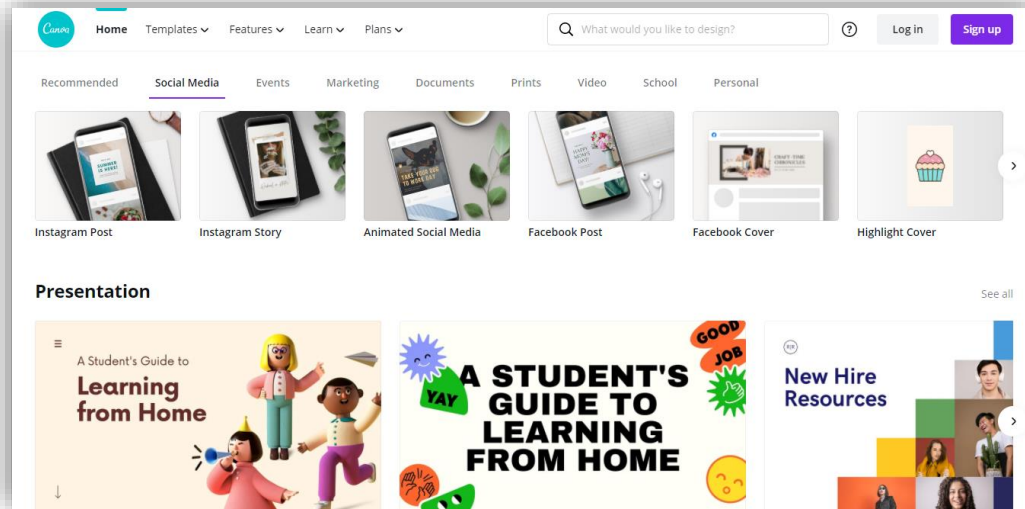
# Promovarea pe rețelele de socializare



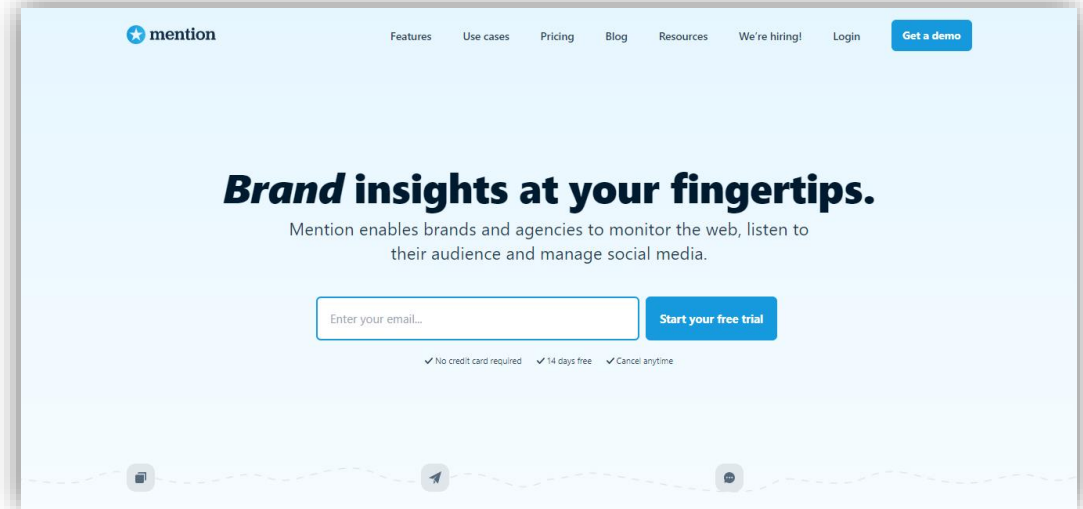
# Promovarea pe rețelele de socializare



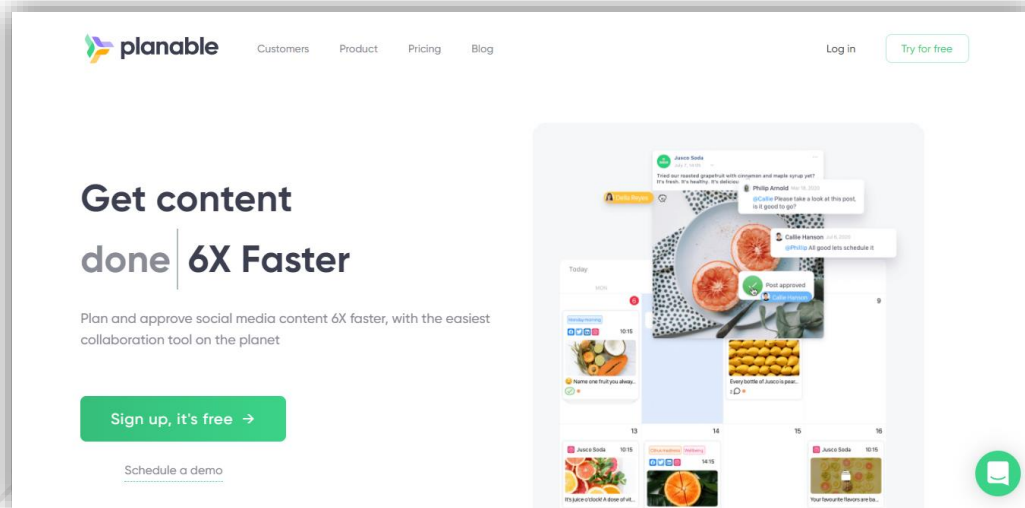
# Promovarea pe rețelele de socializare



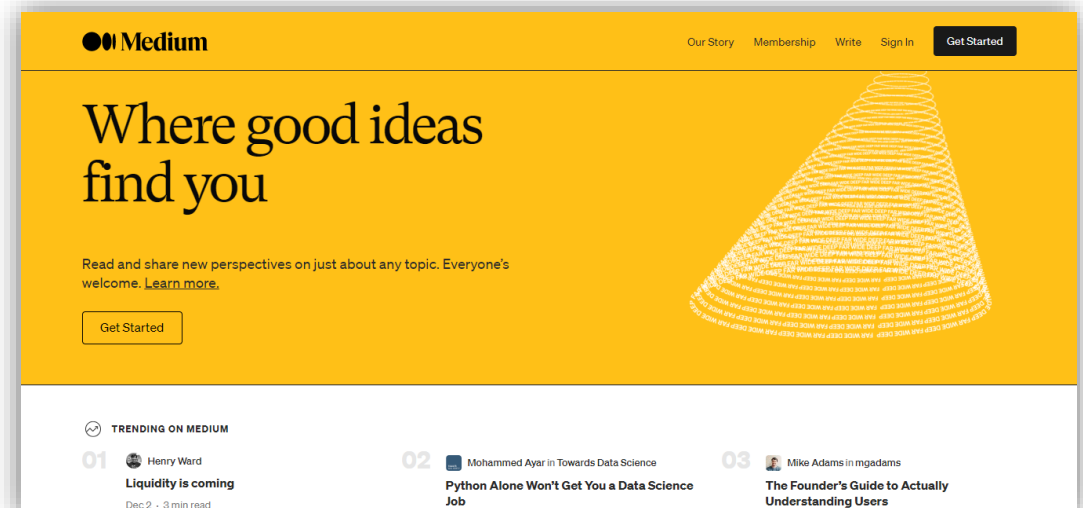
The screenshot shows the Canva website's design gallery. The navigation bar includes 'Home', 'Templates', 'Features', 'Learn', and 'Plans'. A search bar asks 'What would you like to design?'. Below the navigation, there are tabs for 'Recommended', 'Social Media', 'Events', 'Marketing', 'Documents', 'Prints', 'Video', 'School', and 'Personal'. The 'Social Media' tab is active, displaying a grid of templates: Instagram Post, Instagram Story, Animated Social Media, Facebook Post, Facebook Cover, and Highlight Cover. Below this, a 'Presentation' section features a large graphic titled 'A STUDENT'S GUIDE TO LEARNING FROM HOME' with colorful illustrations of children and a 'GOOD JOB YAY' sticker.



The screenshot shows the Mention website homepage. The navigation bar includes 'Features', 'Use cases', 'Pricing', 'Blog', 'Resources', 'We're hiring!', 'Login', and a 'Get a demo' button. The main headline reads 'Brand insights at your fingertips.' Below it, a sub-headline states: 'Mention enables brands and agencies to monitor the web, listen to their audience and manage social media.' A central form asks for an email address with a 'Start your free trial' button. Below the form, it lists benefits: 'No credit card required', '14 days free', and 'Cancel anytime'.



The screenshot shows the Planable website homepage. The navigation bar includes 'Customers', 'Product', 'Pricing', 'Blog', 'Login', and a 'Try for free' button. The main headline reads 'Get content done 6X Faster'. Below it, a sub-headline states: 'Plan and approve social media content 6X faster, with the easiest collaboration tool on the planet.' A large green button says 'Sign up, it's free →'. Below that, a link says 'Schedule a demo'. The background features a collage of social media posts, including a post about 'A good idea' and another about 'Your favorite flavors are...'. A chat icon is visible in the bottom right corner.



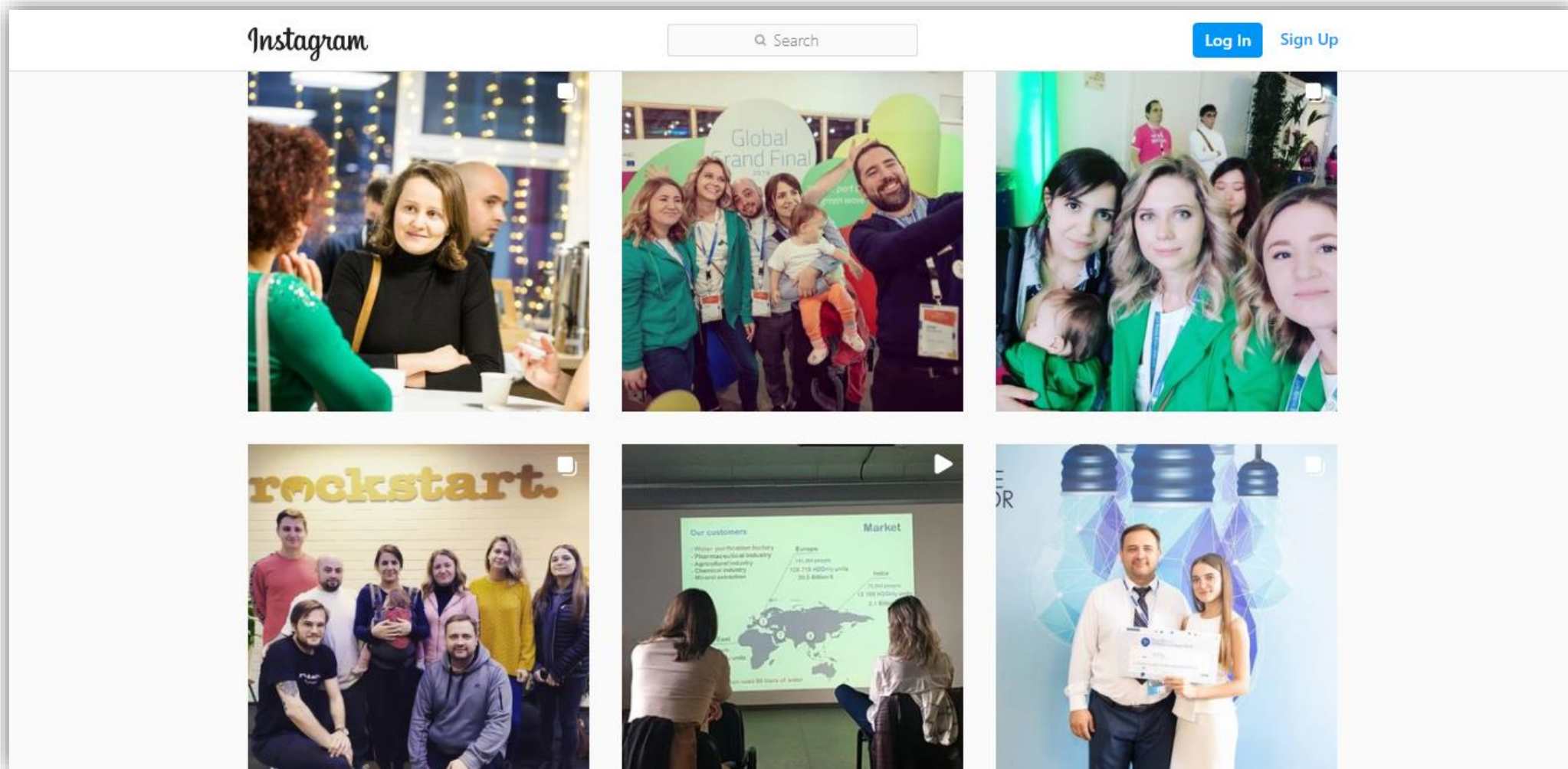
The screenshot shows the Medium website homepage. The navigation bar includes 'Our Story', 'Membership', 'Write', 'Sign In', and a 'Get Started' button. The main headline reads 'Where good ideas find you'. Below it, a sub-headline states: 'Read and share new perspectives on just about any topic. Everyone's welcome. Learn more.' A large orange button says 'Get Started'. The background features a large orange cone shape composed of many small text snippets. Below the main content, there is a 'TRENDING ON MEDIUM' section with three items: 01 Henry Ward 'Liquidity is coming' (Dec 2 · 3 min read), 02 Mohammed Ayar 'Towards Data Science Python Alone Won't Get You a Data Science Job', and 03 Mike Adams 'The Founder's Guide to Actually Understanding Users'.

# Studiu de caz: GreenTech Rangers

The image shows a screenshot of the Facebook Business Suite interface for the page 'GreenTech Rangers'. The interface is in a dark theme and is divided into several sections:

- Left Sidebar (Manage Page):** Contains navigation options: Home, News Feed (8 new), Podcasts, Business Apps, and Events. At the bottom is a blue 'Promote' button.
- Top Navigation:** Includes a search bar, home icon, profile icon, and user profile 'Alexandr'.
- Central Content Area:**
  - Create Ad:** A section with two main options: 'Create New Ad' (with a subtext: 'Make an ad using text, photos or videos to promote your business') and 'Boost a Post'.
  - Automated Ads:** A section with the text: 'Get personalized ads that adjust over time to help you get better results.'
  - Free Facebook Business Tools:** A section with two options: 'Add Appointment Bookings' and 'Add Chat to Your Website'.
- Right Content Area (Post):** A post from 'GreenTech Rangers' published by 'Alexandr Iscenco' on September 1 at 12:56 PM. The post text reads: 'Recently we have organized the 7th edition of the startup competition [ClimateLaunchpad Moldova](#) and its National Final. Read about our experience and meet 3 startup teams selected as national winners this year at the GreenTech Rangers Blog.' It includes several hashtags: #GreenTechRangers, #GTR, #ClimateLaunchpadMoldova, #CLP, #EIT, #ClimateKIC, #MEGA, #GeneratorHub, #IXOBIT, #VOXMarketing, #startup, #GreenTech, #CleanTech, #climatechange, #competition, #pitch. Below the text is a video thumbnail showing a man presenting to an audience in a room with a large screen displaying 'Welcome! National Final Moldova August 21, 2021'. Below the video, it says 'GREENTECHRANGERS.BLOG' and 'ClimateLaunchpad in Moldova: Supporting Startups for the 7th Time'. At the bottom of the post, it shows '534 People Reached' and '50 Engagements', along with a blue 'Boost Post' button.

# Studiu de caz: GreenTech Rangers



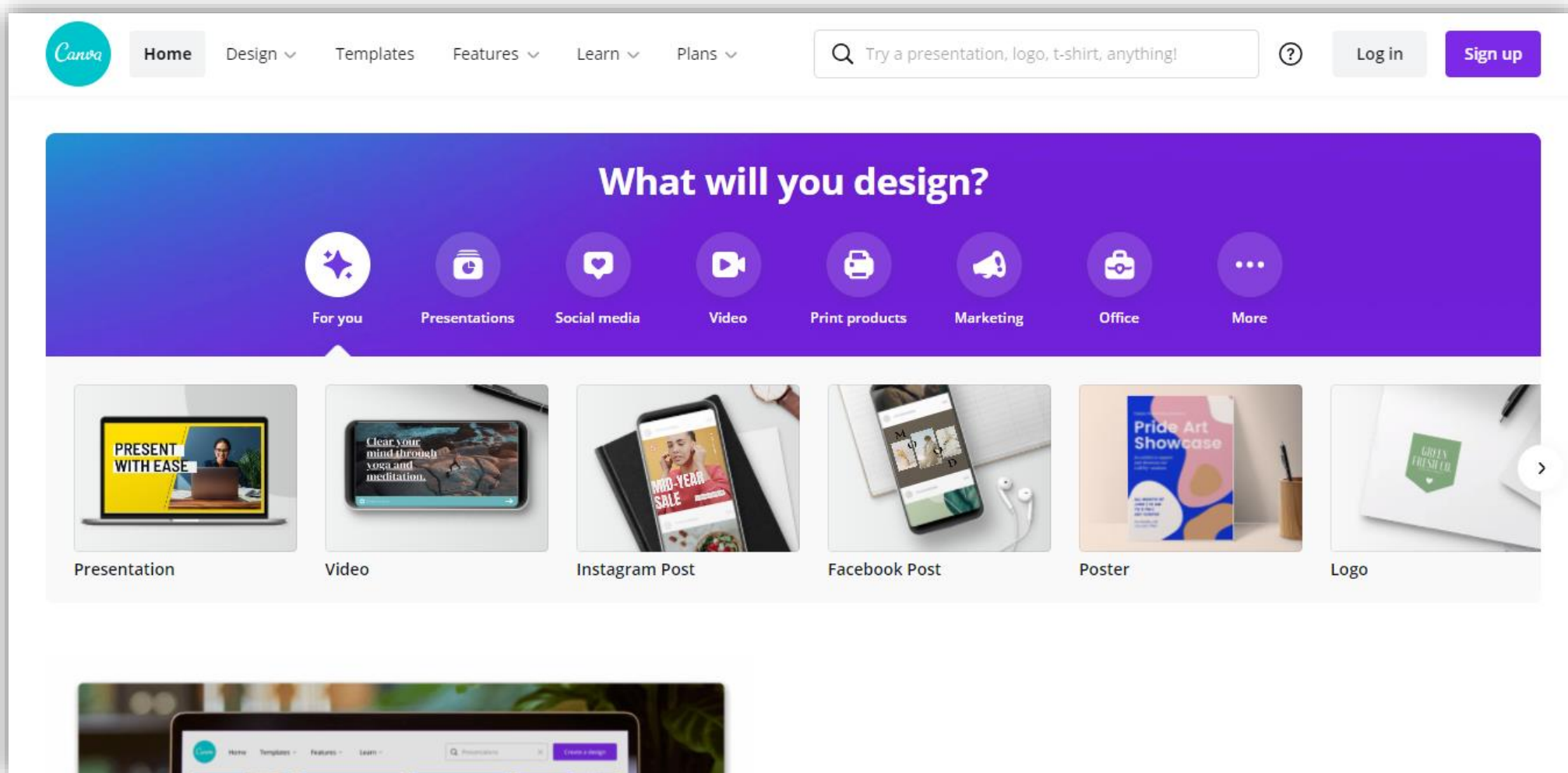
# Instrumente pentru elaborarea materialelor promo



CorelDRAW



# Instrumente pentru elaborarea materialelor promo





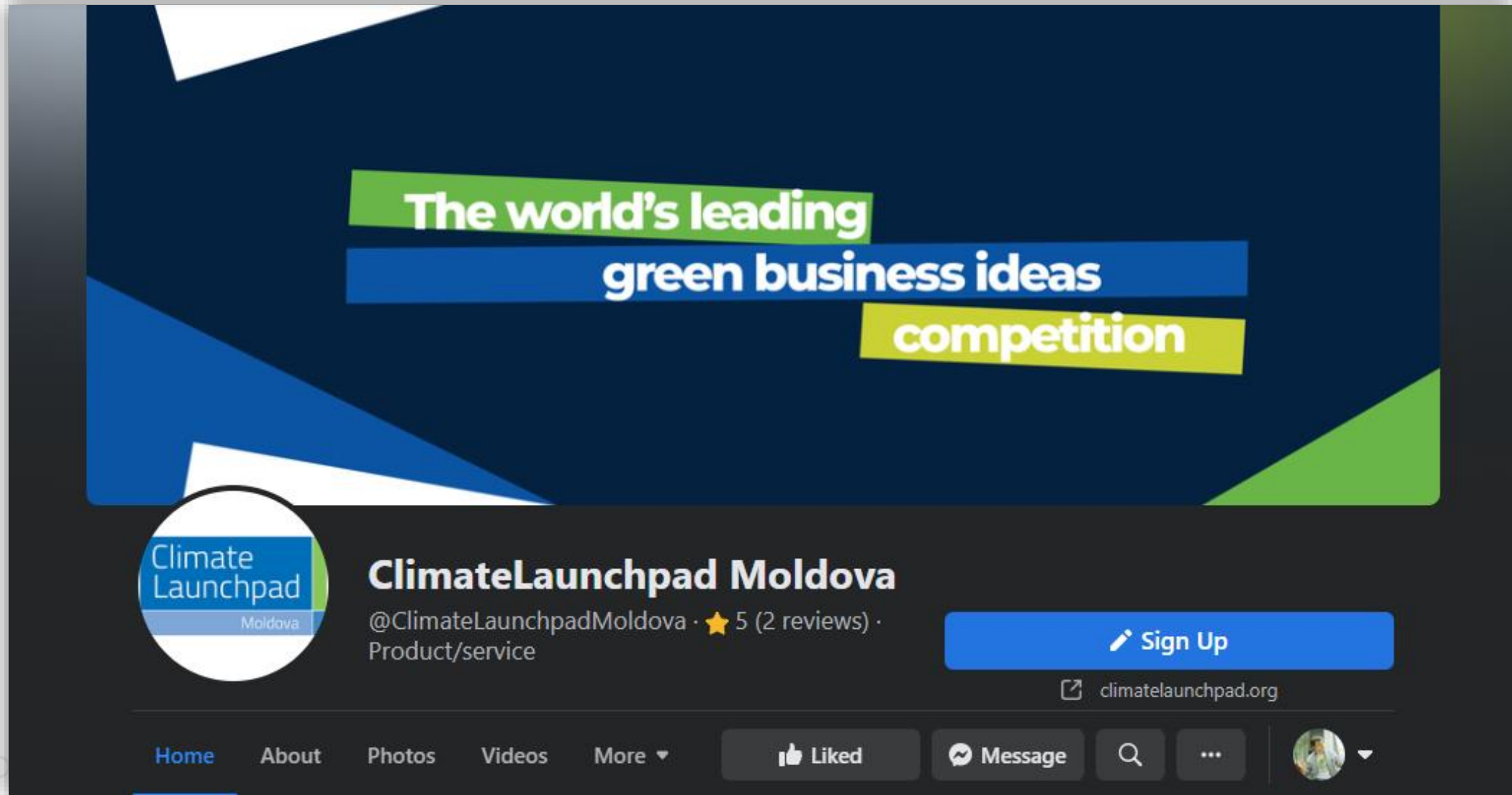
# Instrumente pentru elaborarea materialelor promo

The screenshot displays the Flaticon website interface. At the top, a dark navigation bar contains the Flaticon logo and menu items: Authors, Icons, Stickers, Interface icons, Animated icons, and More. On the right side of the navigation bar, there are links for Pricing, Log in, and a Sign up button. The main content area features a large heading: "Access 7.1M+ vector icons & stickers". Below this heading is a subtext: "Download free icons and stickers for your projects. Resources made by and for designers. PNG, SVG, EPS, PSD and BASE 64 formats." A search bar is positioned below the subtext, with a dropdown menu currently set to "Icons" and a search input field containing the text "Search for icons". To the right of the search bar is a green search button with a magnifying glass icon. Below the search bar, there is a list of "Top searches: arrow, phone, instagram, facebook, location, money". Two buttons are visible: "Popular packs" (highlighted in green) and "Recent packs". At the bottom, four distinct icon packs are showcased in colored boxes: a yellow pack with various symbols, a purple pack with colorful food items, a light blue pack with social media and utility icons, and a light green pack with office and business-related icons.

# Copywriting în afaceri



# Studiu de caz: ClimateLaunchpad



The image shows a Facebook profile page for ClimateLaunchpad Moldova. The cover photo features a dark blue background with abstract green and yellow shapes. The text on the cover reads: "The world's leading green business ideas competition". The profile picture is a circular logo with the text "Climate Launchpad Moldova". The name of the page is "ClimateLaunchpad Moldova", with the handle "@ClimateLaunchpadMoldova" and a rating of 5 stars based on 2 reviews. The page is categorized as a "Product/service". A blue "Sign Up" button is visible, along with the website link "climatelaunchpad.org". The navigation bar at the bottom includes "Home", "About", "Photos", "Videos", "More", "Liked", "Message", and a search icon.

**The world's leading  
green business ideas  
competition**

**Climate Launchpad**  
Moldova

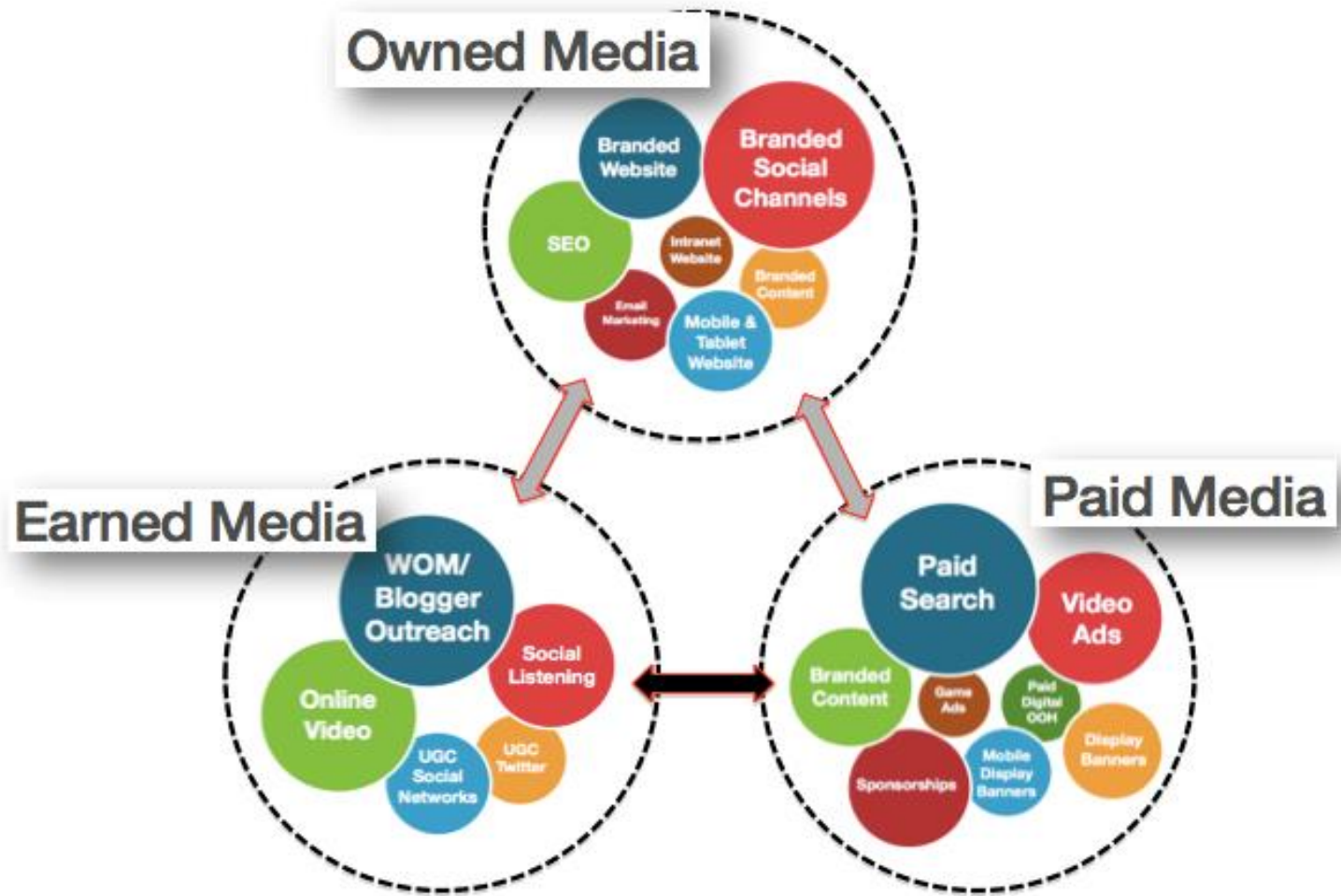
**ClimateLaunchpad Moldova**  
@ClimateLaunchpadMoldova · ★ 5 (2 reviews) ·  
Product/service

[Sign Up](#)

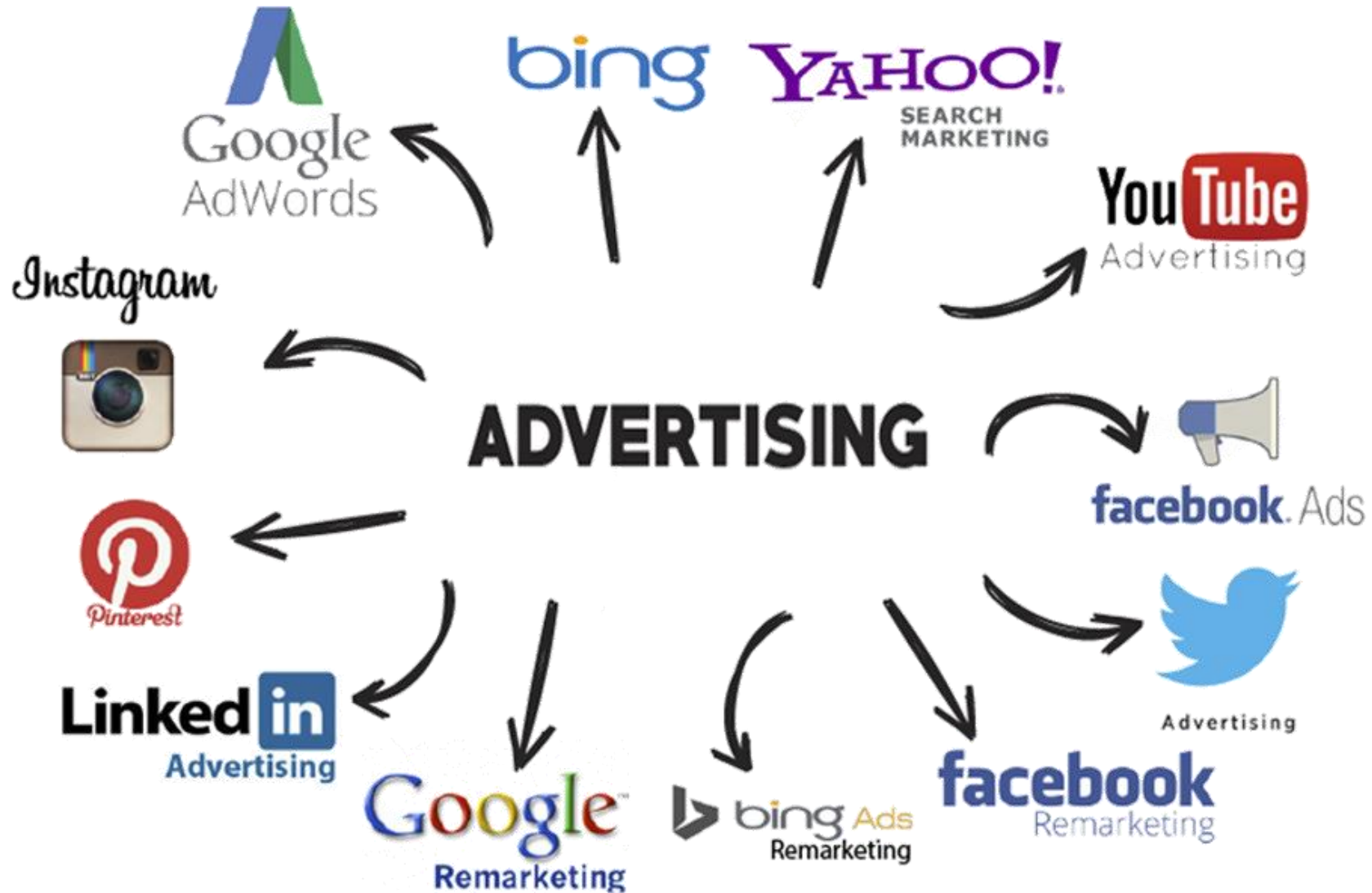
[climatelaunchpad.org](https://climatelaunchpad.org)

[Home](#) [About](#) [Photos](#) [Videos](#) [More](#) [Liked](#) [Message](#) [Search](#) [Profile](#)

# Publicitatea plătită



# Publicitatea plătită



# Brandul afacerii



# Studiu de caz: Dreamups

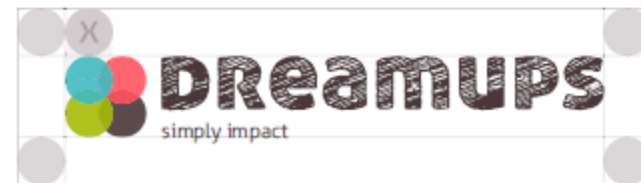
Main logo



Centered logo



Minimum margins



# Studiu de caz: MEGA Generation

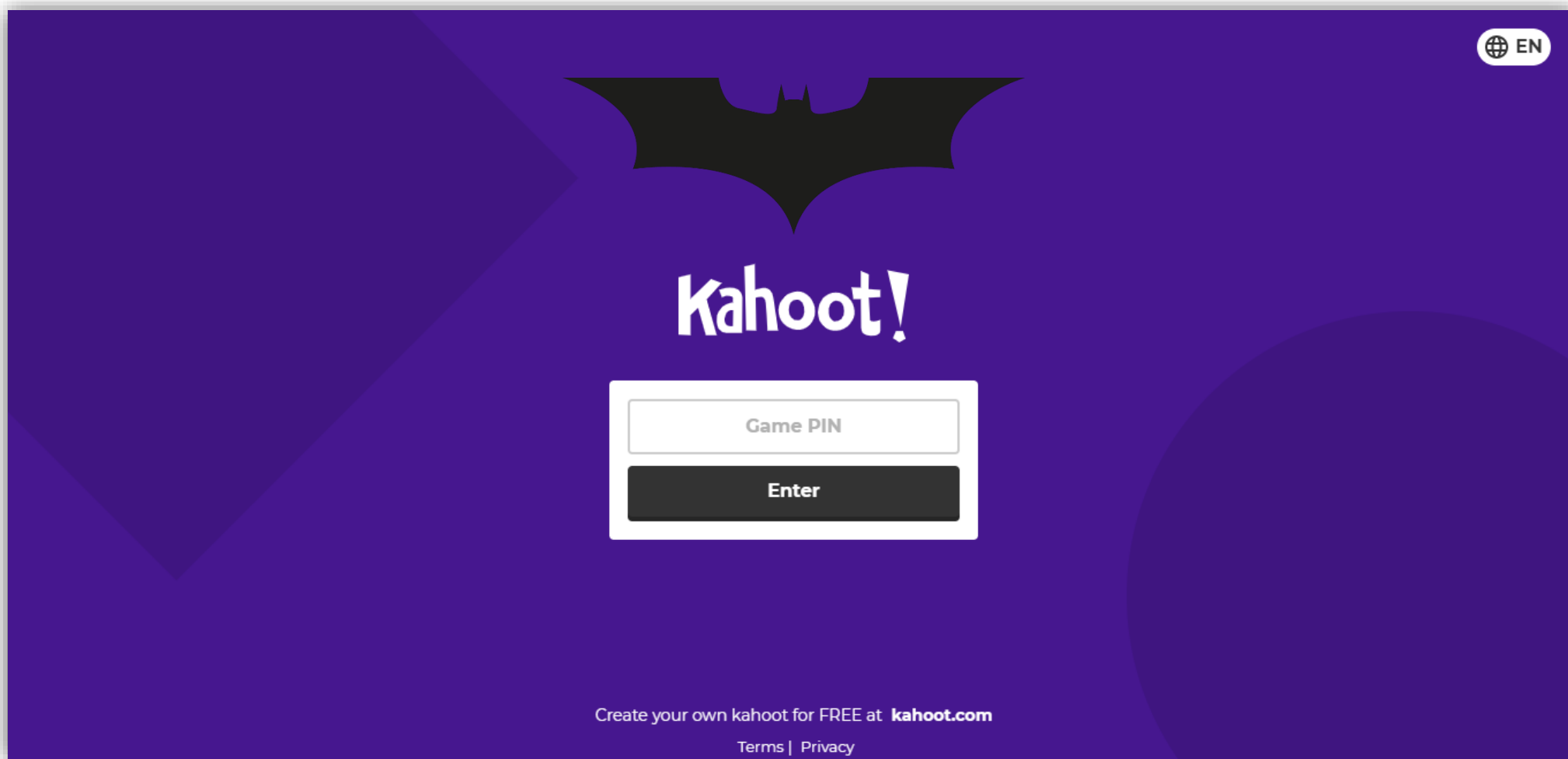




# Exercițiu: Crearea unei identități de brand a afacerii



# Evaluarea cunoștințelor primite



# Evaluarea modulului



Please enter the code

Submit

The code is found on the screen in front of you

