

“Inside our TRIBE PLATFORM, every endeavor, such as curating an art show, requires a tribe wherein you do three things - segment into groups, accomplish a set of tasks, and report those tasks back to the tribe. After reading this document, return back to <http://www.ratscoworking.com> and click the **register** link (in the footer) to begin using our BEST control panel to manage your tribe efficiently. Starting a tribe in our system is free for 30 days.

14 Digital Ways to Sponsor a Trending Tribe



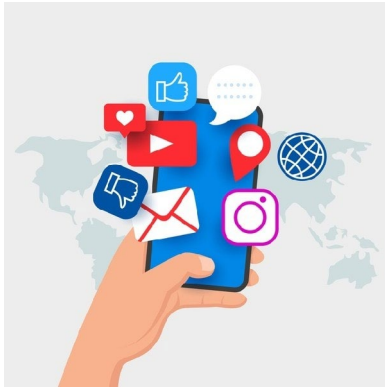
There are many ways to sponsor the endeavors of a tribe. Many we know such as money, volunteerism, and promotions. This article will look closely at some of the digital means for sponsoring a tribe that certain skilled individuals or technical platforms can share with trending tribes – some struggling and some emerging.

People with digital means or digital skills operate in the numerous digital [channels](#) around the world. Digital [skills](#) have become inevitable for all kinds of [market](#) niche be it entry-level call center jobs to the high skills jobs in IT, Data and Analytics. Therefore, their participation amid tribes is tremendously valuable and in shortage.

As per a recent analysis, 75% of low-skill jobs, 85% of middle-skill jobs and 83% of high-skill jobs need digital skills. Also, the research confirms that businesses pay 29% more to the professionals who also have digital skills. Nowadays, Digital skills are required to increase the growth of companies through [advertising](#) and marketing. It [empowers](#) businesses in running more targeted and customized campaigns that optimize [lead generations](#) for sponsorships and conversions in a result-driven manner.

This article will list 15 of these digital ways or platforms that qualify as sponsorship for a tribe that is either trending or a tribe someone wishes to be trending.

1. Social Media Digital Skills



Social media is no less than a necessity these days.

Almost all of us are indulged in the world of social media. Therefore, it is crucial to know its use. Every professional should know about social media and its significance. That's because, recently, people are more connected with society and their clients through social media.

There is no hesitation in saying that Social Media has become the best source of communication. Nowadays, the maximum engagement of educators, people in business, [celebrities](#), and every [individual](#) is on social media.

Instagram, [Facebook](#), [Twitter](#) are prominent social networking sites. You can run well-targeted and customized marketing and [advertising campaigns](#) on these social media networks.

2. Data Visualization and Digital Design Digital Skills



Data visualization, when a designer helps the management to make crucial decisions by visualizing complex data.

Power BI and Tableau are some tools that are used by data designers for analyzing the data. These tools have made it easier for designers to interpret and show valuable insights.

This visualization has gained several businesses in making vital decisions.

The designers have this skill and make it easier for people to conclude what is going on. It is no less than a management skill where people can visualize the outcomes.

It also helps them in concluding the vital parts that should be taken care of since visual data are always better to understand than reading long paragraphs.

3. Content Management related to Digital Skills



Infographics, Blogs, Podcasts, Videos, Status updates on Social Media, everything is content.

When you know how to manage these handles and how to organize them, you have better digital skills.

You can be a great advertiser or keyword optimizer yet if you aren't good at content management, you lack something.

People should understand the significance of content management.

For establishing brands, driving [brand](#) awareness or influencing, content writing is crucial. Content management is not only about writing but managing and influencing as well.

One should strategically manage everything that is required for advertisement.

When you are advertising a brand, you should post frequently, and in an organized way, this is a great skill.

4. Strategy and Planning related to Digital Skills



The idea of [Planning](#) is not just deciding what you are going to execute but to organize strategically.

[Strategy](#) and Planning play a crucial role in determining the fate of any advertisement, service or business.

Let's assume you have decided to initiate a business, but you have no idea about your next step. This can ultimately harm your business.

Making clear strategies before initiating the work is vital because it gives you the idea of the future. You will always have a plan B if something goes wrong, but if you aren't aware of the concept, then it will destroy your plan. Anyone who is a planner and strategist is in high [demand](#) these days since it is crucial to work as per [strategy](#).

[CRM](#), Scheduling and business management related tools are some of the digital skills that are crucial for this.

5. Data Science and Data Analytics Digital Skills



Data scientists are high in demand for data measurement.

People with the ability to analyze the data and manage it are a good source of increasing the customers. Being a Data scientist can be professional and better in this era of digital marketing.

Making students data-driven while making decisions is the ultimate significance of Data Analytics, plus it can also be said that SEM and Data science are somehow interrelated and associated.

To ensure that clients can be benefitted from the business, it is essential to keep track of data.

Some of the critical digital skills related to data analytics include Programming languages like Oracle, SQL, and Python alongside Problem-solving skills and ability to analyze, model and interpret data.

6. Pay per Click Digital Skills

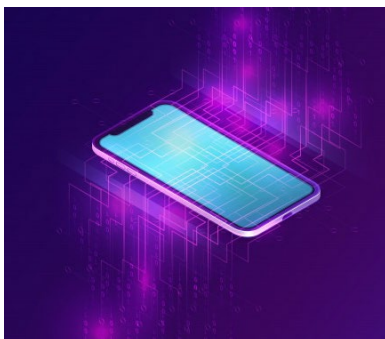


Pay per Click (PPC) is a better way for a brand to get attention.

Just like Search Engine Optimization, when a person is good at marketing this, it can help the company in engaging customers. When customers search for their requirements, Google will show up the results of your company at the top.

For job seekers, this skill is going to benefit them during interviews. If they understand what cost-per-click is, they are ultimately going to do well for engaging the company by using PPC management.

7. Mobile Management Digital Skills



Each one of you knows that mobile is the future. Nowadays, everyone has a mobile phone but seldom know how to make better use of it.

Mobile phones aren't going to help you if you use it just for playing games and watching irrelevant videos.

The better use of mobile phones is when you use information apart

from entertainment.

For instance, let's assume a journalist who has to submit a report. S/he will research, check facts, write, edit, proofread and then send it. All this can be done just on a mobile phone, and you can do it if you have better skills to use a mobile phone.

So we can say that mobile phone management is no less than skill and everyone having a mobile should have it.

8. Search Engine Marketing Digital Skills

Search Engine like Google has a significant impact on marketing any company's website.

If you know how to manage Search Engine and Search Engine Optimization, then you can do work well in influencing others through your website.

When the use of SEM is done systematically and strategically, then it can work better in showing results. Those who have experience with SEM will increase the company's visibility.

We can say that this skill is essential for brandishing a company and for advertising. If any person searches about a [product](#), always those with better SEM will be shown on the initial page of results. That's because the management of websites was done accurately and better than others. So for understanding and executing the context precisely, it is vital to be good at SEM.

9. Volunteer for Video Creation and Marketing related to Promoting Tribe



One of the best ways to communicate is visualization. In a digital context, videos play a significant role in dealing with influential platforms.

If you are a blogger, you need to understand the importance of illustrations apart from writing and advertising. Videos are a form of content that can be included in it for making more power.

Videos make it easier for the creator as well as the client to understand the idea of the content.

Nowadays, Facebook, Instagram, and Snapchat are excellent sources of providing content with pictures and videos.

More than reading, individuals prefer watching and concluding about any service. Therefore, it is essential to have this ability to increase engagement.

10. Volunteer for Email Marketing to Tribe Customers



Direct messaging these days has changed a lot, but Email has always been a priority.

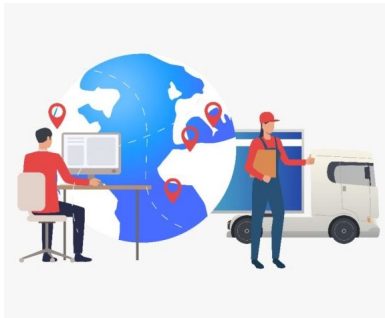
For the execution of a successful advertising campaign, the subscription service is an excellent way to grab attention.

Whenever a client opens your page, an icon pops up, reminding them to subscribe. And once they click on subscribe they will start getting updates on their Email.

Podcasts, content updates, new arrival, newsletters, all useful updates can be sent on their Email.

Often, people change their social media handles, but they stick to one email address. Subscriptions through email addresses are a prominent source of engaging customers.

11. Volunteer to Develop or Use Apps for Curbside Pickup by Tribe Customers



The curbside pickup system is designed to streamline the arrival and pickup process by enabling a owner of products or freight to automate registration of drivers arriving for pickup and track those drivers upon the inception of their arrival.

The curbside pickup and arrival system will use algorithms to receive insights that will actually minimize future spending on shipment and even save valuable time.

Every company that moves freight will regularly uses the curbside pickup and arrival system to improve processes.

The technology used by the system help in the coordination and planning of product delivery in much the same way as any transportation management system. In fact, some other features that could be added to the curbside pickup and arrival system that aligns with most logistical systems are as follows:

Carrier management

- Route and load optimization
- Procurement management

- Visibility, reporting, and analytics
- Freight execution platform
- Business intelligence
- Invoicing functionality
- Freight settlement for audit and pay
- Logistics and supply chain data repository
- Supply chain communication platform

12. Survey and Upload samplings for Media Planning



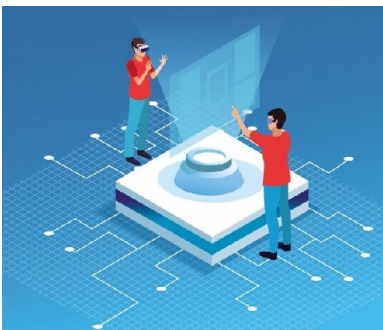
Media plays a crucial role in the success of an organization. Companies make the use of various media platforms to reach their potential customers.

The purpose of media is so vital that companies spend millions of dollars on promoting their products with the help of the media.

Different [types of media](#) can be used to promote the products of a company. Companies select different media platforms to reach their audience, depending on various factors. Therefore, media [planning](#) is used by companies to choose different media platforms where paid advertisements of the company are placed.

Media planning consists of various activities such as identifying the media outlets, selection of media outlets, and investment in each media outlet. There are different media outlets such as television, radio, newspapers, magazines, internet websites, social media, and other outdoor platforms.

13. Design Prototypes and Interfaces for the Tribe



Tribes are based on non-dependency so using a free app that can change at any time may be a little risky. However, free is free which means that apps designed to rapidly develop a prototype or simulation for operations research is the obvious choice for prototyping how an online app will look.

Simulation or prototyping can be defined as creating a fake model of a real system. Different experiments are conducted on this artificial model to determine various outcomes by varying random variables.

New strategies and concepts are designed and implemented in simulation to test them before applying them to a real system. The purpose of using different approaches on a fake system is to check the effectiveness of different strategies without disturbing the real system.

14. Use Apps to Organize Vendors and Partners of your Tribe



Private communication is defined as a process where an organization, a group or an individual sends a message to a segment of an organization or a group via a suitable communication channel. The sender is most often a professional communicator.

The message sent on private communication channels are often to coordinate the messages sent as mass communication to the general public or a group of heterogeneous and anonymous [people](#) via print media, social media, billboards, magazines, internet, films, radio, and television.

In simple words, mass communication is referred to as the exchange or imparting of a message quickly to many people at once. Mass Communication is very beneficial but the only problem is it is expensive. You need to spend good money to successfully transmit a message to many people at once, and hence the costs of communicating to the masses are high.

Mass communication has some unique features; for instance, it adheres to a broad audience that may belong to the varied cultures, groups, race or religions. These are geographically scattered and are not organized in any form. The formal, structured and standard message has gained acceptance in every nook and corner of the world.