

## SOFT SKILL ASS. (MODULE-3 PROJECT)

**Que-1). Describe a key project you have worked on or are currently working on.**

**ANSWER: -**

"Currently working on a project to increase brand awareness and drive website traffic for a fintech startup".

**Scope includes:**

- Market research
- Digital marketing strategy
- Content creation
- Campaign implementation

**Goal:** 50% increase in website traffic and 100% boost in social media engagement within 1 year."

**Que-2). Explain the technologies used, the scope of the project, and its objectives**

**ANSWER: -**

**Technologies Used:**

- Google Analytics
- Google Ads
- Facebook Ads
- WordPress

## SOFT SKILL ASS. (MODULE-3 PROJECT)

### **Scope:**

- Market research
- Digital marketing strategy
- Content creation

### **Objectives:**

- 50% increase in website traffic
- 100% boost in social media engagement

**Que-3). Highlight the challenges faced and how you addressed them showcasing your problem-solving skills.**

**ANSWER: -**

### **Challenges:**

- Low website traffic & engagement
- High CPA in paid ads
- Insufficient data

### **Solutions:**

- Market research & competitor analysis
- Targeted content marketing
- Paid ad optimization

### **Results:**

- 50% increase in website traffic
- 30% reduction in CPA

You tube video link: -

[https://youtube.com/shorts/TmMocn\\_iDEA?si=hoBAnw\\_0EeV2uI4y](https://youtube.com/shorts/TmMocn_iDEA?si=hoBAnw_0EeV2uI4y)