

## **Assignment 4**

1. What is social media strategy? How to build a successful social media strategy?
2. Explain the structure of a facebook ad campaign.
3. Explain the types of linked in ads and targeting.
4. What are the different types of Campains in Twitter Ads?
5. Why should you have instagram in your social media plan?
6. Explain with examples the three measurement metrics of display advertising in Youtube- ad impressions, clicks and CTR.