

*Dear Candidates,*

*Thank you for applying for an internship at Amrutam. As you'd know, we have a step process for the interview.*

*The first step of our interview process is based on task completion and submission. You can choose any ONE task from the list of tasks provided below as per your preferred choice of language/framework.*

*We would want you to finish the task you choose, and we understand that some tasks may be more challenging than others, and you may be unable to complete it within the given timeline. In such cases, you can still submit the incomplete task, and we will mark you for the steps that you have completed. You'd also be marked for the task you choose on the basis of difficulty.*

*The next step will be a Group Discussion round with other candidates followed by a Video Call Interview, on a given date/time, where you will present your assignment. During the interview, we will get to know you better, ask you to walk us through your code, explain your design decisions, and answer any questions we may have.*

*Good Luck!*

*Thank you,  
Agnim*

*Tasks are listed below:*

## **Task 1: Identify website events and create an ad strategy for Services websites**

1. Identify all events on our Ayurveda Doc Consultation website (amrutam.global) to be configured with Meta and Google Ads / Pixels.

Example: Book Appointment, View Doctor Profile, etc.

2. Create Funnels for events: TOF, MOF, and BOF - prioritizing the events with respect to its impact - like all revenue-related events should be under BOF.

3. Once the above is done, please design an ad strategy for our Doc Consultation website (amrutam.global) for any ONE platform - Meta or Google. A strategy for 1 month which will include creative strategy, audience, budget, and ads placement.

### *Useful Links:*

- <https://amrutam.global/>
- <https://www.facebook.com/business/help/402791146561655?id=1205376682832142>
- <https://www.youtube.com/watch?v=WazafPAYdOo&t=18s>

## **Task 2: Understand the Older Analytics/Ads data and create your own strategy on Meta for 3 months**

1. Go through the deck given below where our ad agency has done a complete Meta ads analysis for our website (amrutam.co.in) - Page 28 to 40, 71 to 76.

2. Go through the Meta ads analysis in detail - creatives, ads & budgets, Audiences, and placements.

3. Create a complete ads strategy (creative, audience, budgets, ads placement, products) for Meta Ads for 2 or 3 months understanding the analysis done by our current agency of Meta Ads for Jan, Feb, March 2024.

### *Useful Links:*

- [https://www.canva.com/design/DAGA-hUqpwE/IJmXVETJaUuIR7bnTvIWTg/view?utm\\_content=DAGA-hUqpwE&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor#150](https://www.canva.com/design/DAGA-hUqpwE/IJmXVETJaUuIR7bnTvIWTg/view?utm_content=DAGA-hUqpwE&utm_campaign=designshare&utm_medium=link&utm_source=editor#150)

## **Task 3: Create a 3-month Google Ads strategy from the Deck Provided.**

1. Go through the deck given below where our ad agency has done a complete Meta ads analysis for our website (amrutam.co.in) - Page 104 to 149.
2. Go through the google ads analysis in detail - creatives, ads & budgets, Audiences, and placements.
3. Create a complete ads strategy (creative, audience, budgets, ads placement, products) for Google Ads for 2 or 3 months understanding the analysis done by our current agency of Google Ads for Jan, Feb, March 2024.

*Useful Links:*

- [https://www.canva.com/design/DAGA-hUqpwE/IJmXVETJaUuIR7bnTv1WTg/view?utm\\_content=DAGA-hUqpwE&utm\\_campaign=designshare&utm\\_medium=link&utm\\_source=editor#150](https://www.canva.com/design/DAGA-hUqpwE/IJmXVETJaUuIR7bnTv1WTg/view?utm_content=DAGA-hUqpwE&utm_campaign=designshare&utm_medium=link&utm_source=editor#150)

**Submission Requirement:**

- You can create your strategy in an Excel / Google Sheet or PPT / Google Slides, explaining your strategy and the reasoning behind it.
- Additionally, to explain your strategy better, you can even create a self recorded video presenting the strategy.
- When submitting, please share the open links of submission.

**Important Notes:**

- Please do not use the same strategy or pointers given in the Canva Deck.
- In case you are found to be using the exact same pointers / ideas shared in the Canva Deck, you will be disqualified.
- For Task 2 & 3, please design a campaign strategy using the Canva Analysis of Ads for reasoning of your strategy for Meta or Google Ads.