

## **Title: Effective Digital Marketing Strategies for a Microfinance Institution**

### **Industry Focus:**

- Microfinance institution/company

### **Business Use Case:**

- Identify popular social media platforms for the marketing department to increase brand awareness among social media users

### **Business Questions:**

- Which social media platforms should the company spend most of their budget on for boosted posts?
- Which age groups that the company should shape its marketing content for?

### **Dataset:**

- Datasets which contain information of social media users regarding their most used social media platforms, genders, age range, online activities, etc.
- Sources:
  1. <https://data.world/ahalps/which-social-media-millennials-care-about-most>
  2. ...
  3. ...

### **Metrics:**

- Total number of users of selected social media platforms
- Number of users who prefer to use a certain social media platform over the other platforms
- Users' age groups of the social media platforms
- Users' genders of the social media platforms

### **Tools:**

- Excel
- Word
- PowerPoint
- Power BI (TBC)