**Course & workflow (operational)**

* Q: How do I submit assignments and what format should I use?  
  A: Submit via the LMS (PDF + source file). Use A4, include project brief, screenshots, and links.  
  Outcome: Properly formatted submission that instructors can grade quickly.
* Q: I missed a live session — how do I catch up?  
  A: Watch the recording, read the session notes, and complete the short quiz. Post any questions in the forum.  
  Outcome: Keeps pace with cohort; evidence of completion for attendance.

**Strategy & planning**

* Q: How do I write a simple 30-day social media plan?  
  A: Pick objective (awareness, leads), choose 2 platforms, map 3 weekly post types (educational, testimonial, CTA), schedule, and set KPIs.  
  Outcome: A one-page 30-day plan students can implement.
* Q: How do I define a customer avatar?  
  A: List demographics, problems, online hangouts, buying triggers. Validate with 5 quick interviews or comments analysis.  
  Outcome: A documented avatar to guide messaging and targeting.

**Content & copywriting**

* Q: How do I structure a blog post that ranks and converts?  
  A: Title with keyword, intro that hooks, H2s answering user intent, image + alt text, internal links, CTA. Optimize meta description for CTR.  
  Outcome: Publishable SEO-friendly blog post template.
* Q: What’s a quick method to write better ad copy?  
  A: Use PAS (Problem-Agitate-Solve) + one benefit + CTA. Test 2 headlines and 1 image.  
  Outcome: A/B testable ad copy ready for Facebook/IG.

**SEO (organic)**

* Q: How do I pick keywords for a small business website?  
  A: Start with customer problems, use search intent (informational vs transactional), check volume & difficulty, pick 5 long-tail priorities.  
  Outcome: A prioritized keyword list to target in content.
* Q: My page dropped in rankings — what should I check first?  
  A: Check recent content changes, index status, page speed, backlinks lost, and any manual penalty or algorithm update notices.  
  Outcome: Troubleshooting checklist to restore performance.

**Social media & community**

* Q: How do I grow an Instagram account from 0→1k engaged followers?  
  A: Post consistently (3–5/week), use niche hashtags, engage with target accounts, run a small boosted post, and host a giveaway that requires tag+follow.  
  Outcome: Growth playbook with expected timelines and metrics.
* Q: How do we handle negative comments publicly?  
  A: Acknowledge, take the convo private, offer solution, and post a short follow-up when resolved. Keep tone calm and helpful.  
  Outcome: Reputation-preserving response templates.

**Paid Ads (Meta/Google)**

* Q: How much should I budget for my first Facebook ad test?  
  A: Start small — $3–$10/day over 7–14 days per ad set. Run 3 creatives and measure CPC/CPA. Scale winners.  
  Outcome: A safe/replicable ad testing plan.
* Q: My Google Ads have a high CPC — what can I optimize?  
  A: Improve Quality Score via ad relevance, refine landing page experience, use long-tail keywords, and negative keywords.  
  Outcome: Optimization checklist and expected effects on CPC.

**Analytics & CRO**

* Q: What are the 5 must-track metrics for a campaign?  
  A: Impressions, Click-through Rate (CTR), Conversion Rate (CVR), Cost Per Acquisition (CPA), Return on Ad Spend (ROAS).  
  Outcome: Dashboard-ready KPI list.
* Q: How to run a quick A/B test on a landing page?  
  A: Change one element (headline/button), split traffic 50/50, run until statistical significance (~1–2 weeks depending on traffic), then deploy winner.  
  Outcome: Repeatable A/B testing process.

**Email & automation**

* Q: How do I set up a welcome email sequence?  
  A: 1) Welcome + what to expect, 2) value + resource, 3) social proof + CTA; space 2–4 days apart. Add behavioral triggers later.  
  Outcome: Working 3-email sequence that raises engagement.
* Q: My open rates are low — what to test?  
  A: Test subject line, sender name, send time, and segmentation. Improve preview text and reduce list bloat.  
  Outcome: Testing plan to lift open rates.

**E-commerce & marketplace (AliExpress/Shein)**

* Q: How do I find reliable suppliers on AliExpress for product ads?  
  A: Check seller rating, order volume, reviews with photos, response time, and request sample. Prioritize sellers with ePacket shipping.  
  Outcome: Supplier vetting checklist + sample-order plan.
* Q: How to craft product pages that convert?  
  A: High-quality images, 3–5 benefit-focused bullets, clear price/shipping, social proof, and one-CTA. Use scarcity if genuine.  
  Outcome: Product page template with CRO tips.

**Freelancing & professional (Upwork / LinkedIn)**

* Q: How do I create an Upwork profile that wins interviews?  
  A: Niche title, client-focused overview, portfolio with measurable results, tailored proposals, and 3 strong work samples.  
  Outcome: Profile checklist + proposal template.
* Q: What should my LinkedIn post cadence and type be to attract clients?  
  A: 3 posts/week: 1 mini-case study, 1 practical tip, 1 engagement question. Optimize profile headline and pin a portfolio post.  
  Outcome: 30-day LinkedIn content plan.

**Design & brand (Brand Kit projects)**

* Q: What should be included in a brand kit assignment?  
  A: Logo variations, color palette (hex + usage), typography (web + print), imagery style, sample social post mockups.  
  Outcome: Completed brand kit deliverable.

**Legal, ethics & data**

* Q: What’s important about consent & cookies for tracking?  
  A: Inform users about tracking, offer opt-out, document consent, and avoid collecting unnecessary PII. Follow local/regional law.  
  Outcome: Privacy checklist and compliant tracking plan.
* Q: Can I use competitors’ images or user-generated content?  
  A: Only with permission or if properly licensed; always credit and archive permission. For UGC, get explicit permission to reuse.  
  Outcome: Legal-safe UGC reuse process.

**Technical / integration**

* Q: How do I set up UTM parameters for campaigns?  
  A: Use utm\_source, utm\_medium, utm\_campaign consistently; use a UTM builder and store naming conventions in a shared doc.  
  Outcome: Standardized UTM naming convention + examples.
* Q: My tracking doesn’t show conversions — common causes?  
  A: Incorrect pixel placement, broken redirects, ad blocker, cross-domain issues, or incorrect event mapping. Test with debug tools.  
  Outcome: Debug checklist + verification steps.

**Assessment & practical projects**

* Q: What is a practical final project for this course?  
  A: Build a mini digital campaign: market research, 3-week social plan, 2 landing pages, 1 email sequence, and analytics dashboard. Present results.  
  Outcome: Portfolio-ready capstone project.