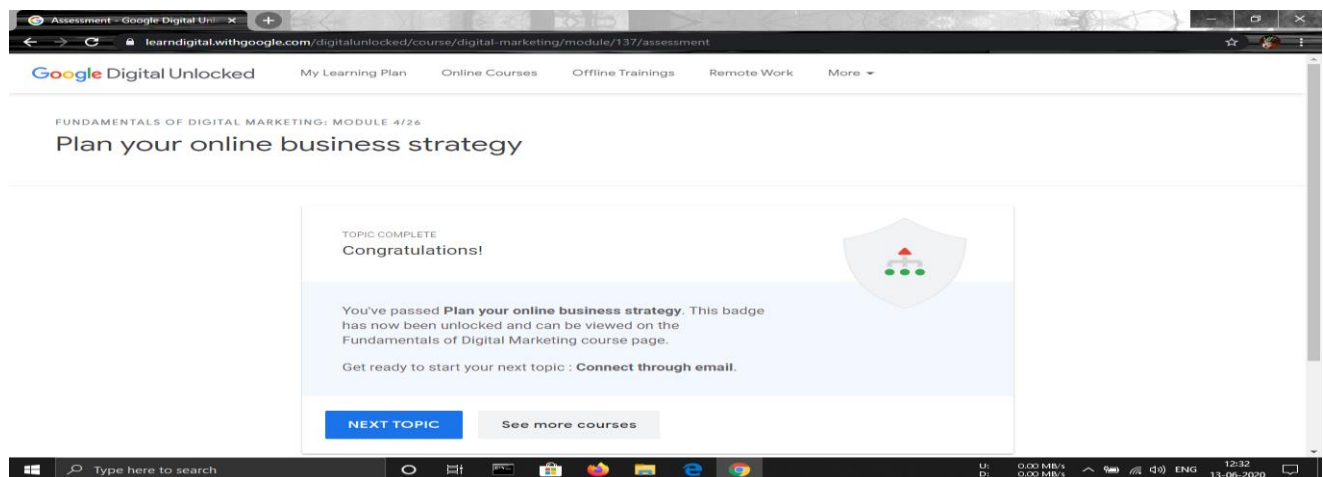
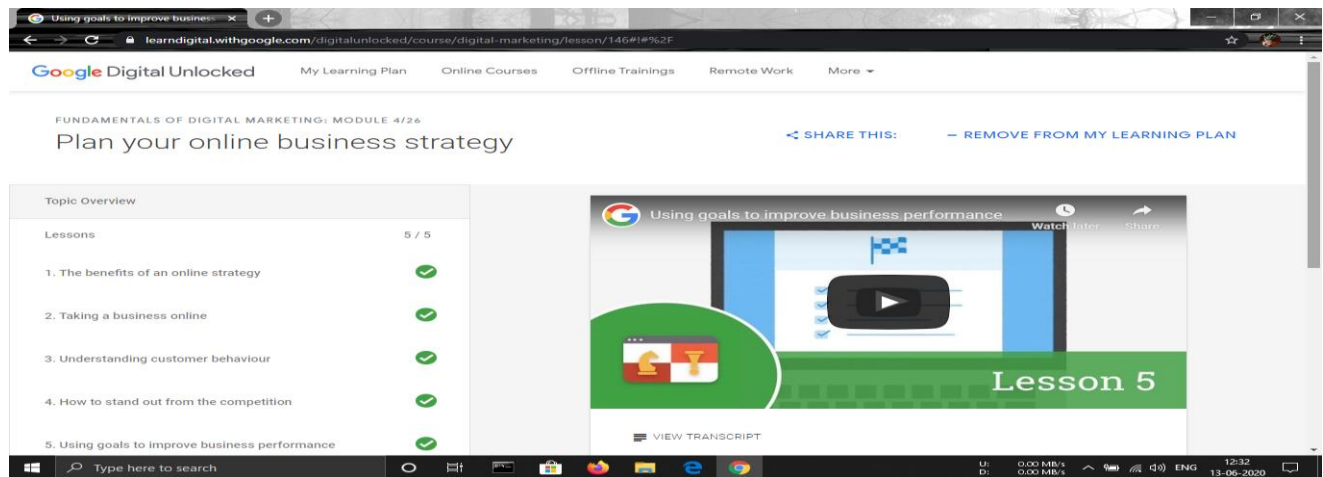


# DAILY ASSESSMENT REPORT

<b>Date:</b>	<b>13/06/2020</b>	<b>Name:</b>	<b>Abhishek M Shastry K</b>
<b>Course:</b>	<b>Google Digital Unlocked: Fundamentals of digital marketing</b>	<b>USN:</b>	<b>4AL17EC002</b>
<b>Topic:</b>	<b>1] Plan your online business strategy</b> <ul style="list-style-type: none"> <li>• The benefits of an online strategy</li> <li>• Taking a business online</li> <li>• Understanding customer behavior</li> <li>• How to stand out from the competition</li> <li>• Using goals to improve business performance</li> </ul>	<b>Semester &amp; Section:</b>	<b>6<sup>th</sup> 'A'</b>
<b>Github Repository:</b>	<b>AbhishekShastry-Courses</b>		

## SESSION DETAILS

### Image of session



## Report

### The benefits of an online strategy

- An online business strategy helps get all the ideas out of your head and into a usable format. This can help define objectives to work towards, and increase your clarity and focus.
- The first step is to clearly define your goals. Perhaps you'd like to increase sales by 20%, or identify 100 potential customers? Setting goals will provide you with direction and a clear path to follow.
- Next up is articulating what your business stands for. This can be represented by a simple sentence, generally referred to as a mission statement.
- You also need to identify your Unique Selling Point (or USP) - this is what makes you stand out from your competition online. Find out what makes you different by looking at businesses doing similar things, and work out what sets you apart.
- Grow your email marketing list to encourage customers to sign up to email marketing, try clearly communicating what your audience can expect to receive, whether it's exclusive content or member-only updates.

### Taking a business online

- When it comes to online purchasing, you're likely to engage in four distinct stages throughout your online shopping journey. These principles are described in the "See, Think, Do, Care" framework, and offer a useful way to identify where a business should invest effort in connecting with customers.
- Understanding the differences and similarities between online and offline shopping can help you create a more balanced online customer experience.
- You can segment customers in many ways, from basic demographics like age and gender, to specific interests. For example, segmenting customers by location may benefit an e-commerce store if certain products are only available to ship to specific areas.

### Understanding customer behavior

- Customers are the key to success, which is why understanding and nurturing them is so important.

- Touchpoints are used a lot in offline business, particularly in retail. They can be receipts, bags, signage, customer service counters, and many other points along the way.
- Because there are so many potential interaction points, figuring out the journey may seem overwhelming at first. To make it easier, try putting yourself in the customer's shoes.
- Another option is to ask customers directly about the route they took to find you. A simple face-to-face or online survey can break this journey down step-by-step, making it clearer and easier to visualize.
- Once you understand the route a customer takes, it's all about making sure the relevant touchpoints chosen are effective in drawing people in.

### **How to stand out from the competition**

- A Unique Selling Point is a clear statement that describes the benefits you offer, how you might solve your customer's needs, and what distinguishes you from the competition.
- 4 key questions to ask yourself when defining your USP are:
  - ✓ who is my target audience?
  - ✓ who are my competitors?
  - ✓ what problems does my target audience have?
  - ✓ how can I solve them?
- Your USP should be displayed on your website, social media, and other marketing materials. A good USP won't appeal to everyone, but that's ok. Build a USP that is tailored and speaks directly to your target audience.

### **Using goals to improve business performance**

- Key Performance Indicators, or KPIs, are quantifiable measurements used to focus attention on the metrics most important to meet business goals. They are also useful in helping a team understand how progress will be tracked and measured.
- Analyzing results against these KPIs will accurately assess which employees meet the expected standard, and help identify who needs additional sales training.