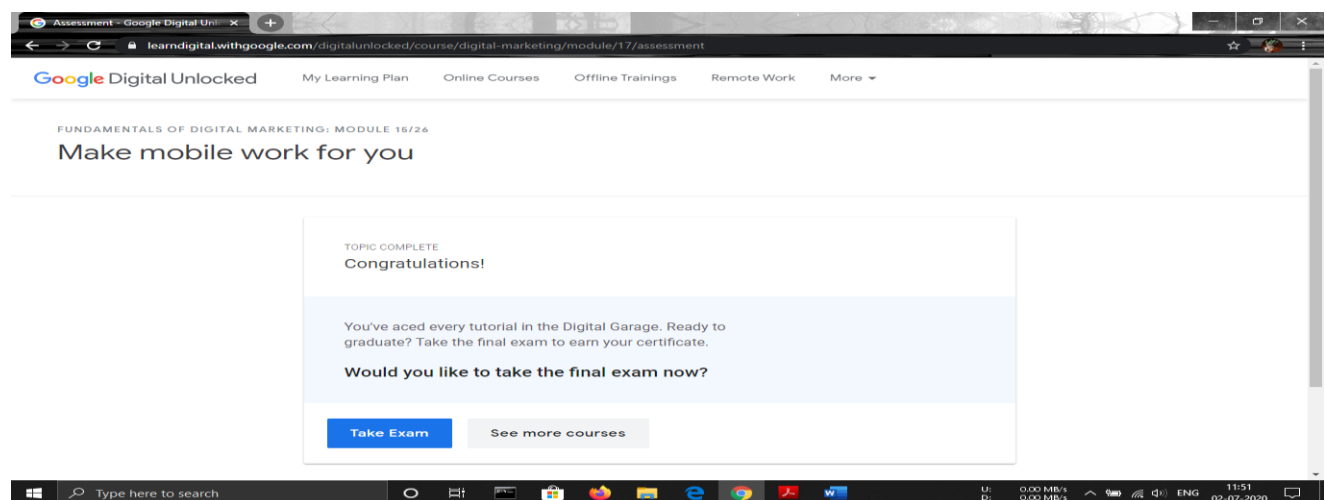
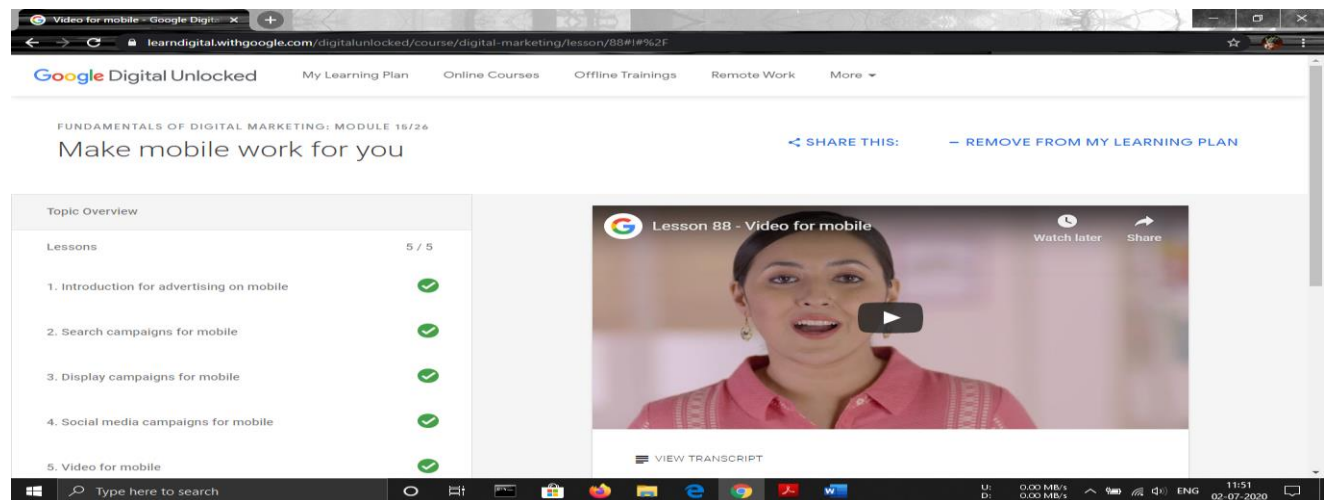


# DAILY ASSESSMENT REPORT

<b>Date:</b>	<b>27/06/2020</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] Make mobile work for you</b> <ul style="list-style-type: none"> <li>• Introduction for advertising on mobile</li> <li>• Search campaigns for mobile</li> <li>• Display campaigns for mobile</li> <li>• Social media campaigns for mobile</li> <li>• Video for mobile</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

### Introduction for advertising on mobile

- Advertising to users on mobile devices can help you achieve a lot of different things. For example, mobile advertising can help you get more phone calls and inquiries. Or drive more people into your shop or website. It can also get more people to download your mobile app.
- But here's where it really gets interesting. Mobile advertising gives you a lot of unique opportunities to connect with people, while they're using their mobiles. For instance, you can target potential customers based on their location. Or offer them useful tools like "click-to-call" ads.
- Your business' approach to mobile advertising will depend a lot on your specific audience, and your overall business goals. Let's look at a few places where you can target your mobile audience. First, your website can show up in search results. And you can also run ads that appear when people search key terms related to your business, or industry.

### Search campaigns for mobile

- If your website doesn't tick all these boxes, that's where you'll want to start. Because if you don't address these issues now, you'll be spending money to send people to a poor website experience. Which isn't great for anyone. Fortunately, there are lots of tools to help you make your website more mobile-friendly.
- OK, so let's assume your site is mobile-friendly and ready to get more traffic. Just as with any search campaign, you'll need to pick out which keywords you want your ads to appear on. You could use the same keywords you're using in a regular search campaign. But, remember: users on mobiles don't always search the same way that they do on laptops, or desktops. They are more likely to type shorter, simpler terms.

### Display campaigns for mobile

- With so many different devices being used, it's safe to say that a "one size fits all" approach to display ads isn't going to work. Just think about it. You might have an ad that is super engaging on a tablet, but is oversized, or awkward on a smaller mobile. Or an ad that's perfect for a mobile, but doesn't capture the attention of a tablet user.

- So, if you want your display ads to be successful on mobile, you're going to need to experiment a bit. Try to find the right combination of ad formats to fit the devices your audience are using. This will give you a really good opportunity to dramatically increase the reach of your display campaigns.
- Display ads on mobile are evolving rapidly, as new technologies reshape the landscape. There are multiple mobile ad networks that you can use, such as Google Ads or InMobi.
- A display strategy that doesn't include mobile is incomplete, because mobile is such a huge part of people's lives.

### **Social media campaigns for mobile**

- First, determine which social media sites you want to use. Social networks serve different purposes, like growing personal relationships, content sharing some focused on particular types of content, like images or videos and professional networking. Once you understand the objectives of a network, and the people who participate there, you can choose the places most relevant to your business.
- You also have the option to target people based on their interests, activities, and the pages they have liked on Facebook. Social media sites have lots of information about their users. Which allows you to target your audience in more meaningful ways. In our example, Facebook targeting has allowed your plumbing business to reach a very specific group of people, in a very specific area. For example, a carousel ad to showcase your newest line of drains and pipes. People can scroll to see all of your products. And click on an image to be taken directly to your website.

### **Video for mobile**

- Finally, have a clear call to action in your video. Be sure to tell the audience what they should do next so they stay engaged. So, let's say you decide to create a short video showing one of your best-rated plumbers laying pipe in a new construction.
- From start to finish, the video demonstrates the skill and expertise of her plumbing crews. The next step is to upload your video ad, and target it to your mobile audience.