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• Digital Marketing:

① Consumer Journey of Today:

② Explanation of New Medias:
Owned - e.g. website, Apps, Mailing lists, social pages
Shared - sponsored content, partnerships etc.
Earned - Consumers talking about your products.
Paid - Advertising as we know it.

③ Understanding Brand Purpose:

Background →
- Head of Human resources.
- Worked at the same company for 10 yea
- Married with 2 children.

Demographics:

Identifiers:

Marketing Messaging:

Elevator Pitch:

④ Introduction to Facebook Marketing:

⑤ Purpose of using Facebook as Marketing Chanel.
① Business objective and Facebook Page.
② Posts / Ads on your page - formats.
③ Campaign and its Audience.
④ Measuring Outcome - Insights.

Appointment Notes Work to do

Different Types of Posts:

→ Text posts.
→ Photo/video posts.
→ Link posts.

- **Facebook Interface and Types of Audience.**
  Awareness
  Consideration
  Conversion.

- Adset set up guide.
  — Family, Fatherhood
  Events added to it.

- **what is custom audience?**
  Custom Audience from your websi
  is a targeting option that matches peop
  who visit your website with people on
  Facebook, using the Facebook pixel. You c
  then create an ad to show to that audie

- **Types of adds**

① Highlight a products.
② Illustrate how to use a product.
③ Tell a story.
④ Product tour.
⑤ share an article.

Java:

• The Equals Method:

```
① Public static void main(String[] args){
    System.out.println(new Object());
    Person person1 = new Person(5, "Bob");
    Person person2 = new Person(5, "Bob");
System.out.println(person1.equals(person2));
    Double value1 = 7.2;
    Double value2 = 7.2;
System.out.println(value1.equals(value2));
    Integer number1 = 6;
    Integer number2 = 6;
System.out.println(number1.equals(number2));
```

• Inner Classes:

```
public static class Battery {
        public void charge(){
    System.out.println("Battery charging...");
}
}

  Public Robot(int id){
    this.id = id;
}
  public void start(){
      System.out.println("starting robot" +id);
    Brain brain = new Brain();
    brain.think();
}
}
      Temp temp = new Temp();
      temp.doSomething();
```

S S M T W T F S S M T W T F S S M T W T F S S M T W T F S S M
1 2 3 4 5 6 7 8 9 10 11 12 13 14 15 16 17 18 19 20 21 22 23 24 25 26 27 28 29 • •

- Enum Types: Basic and Advanced Usage.

```
public enum Animal {
    CAT("Fergus"), DOG("Fido"), Mouse("Jerry");

    Private String
     Animal (string name)
       this.name = name;
    }
     public string getName(){
       return name;
    }
     public string to string (){
       return " this animal is collect" + name;
    }
}
```

- Recursion: A Useful Trick up Your sleeve.

```
Public class App{
      public static void main (string[] args){
    // E.g. 4! = 4*3*2*1 ( factorial 4)
      System.out.println (factorial(5));
    }
    private static int factorial (int value){
       // system.out println(value);
      if (value == 1)
         return 1;
    }
     return factor(value-1) value;
}
```

- Serialization: Saving objects to Files:

```
import java.io.Serializable;
public class Person implements Serializable{
    private static final long serialVersionUID
            = 4801633306273802062L;
    private int id;
    private string name;
    public Person(int id, string name){
        this.id = id;
        this.name = name;
    }
    @Override
    public string toString(){
        return "Person [id=" + id + ", name=" + name
    }
}
```

- Serializing Arrays:

```
try(FileOutputStream fs = new FileOutputStream("test.ser");

for (Person person: peopleList){
    os.writeObject(person);
}

} catch (FileNotFoundException e){
        //TODO Auto generated catch block.
    e.printStackTrace();
} catch (IOE Exception e){
    //
    e.printStackTrace();
```

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Appointment | Notes | Work to do

• The Transient Keyword and More Serialization

```
import java.io.FileNotFoundException;
import java.io.FileOutputStream;
import java.io.IOException;
import java.io.ObjectOutputStream;

try(ObjectOutputStream os = new ObjectOutputStream
    (new FileOutputStream("test"))
    Person person = new person("7", "Bob");
    Person.set(count 88);
    os.writeobject(person);
```

• Passing by Value:

```
public void show(int value){
    System.out.println("2. Value is:" + value)
value = 8;
System.out.println("3. value is:" + value);
}

public void show(person person){

    person = new person("Mike");
System.out.println("3. Person is" + perso
}

}
```