DAILY ASSESSMENT FORMAT

Date:	15-06-2020	Name:	BINDUSHRI
Course:	mysql	USN:	4AL17EC011
Topic:	completed		6th A
Github Repository:	Bindushri		

FORENOON SESSION DETAILS

Date:15june2020	Name:Bindushri
Course: digital marketing	USN:4AL17EC011
Topic:introduction to digital marketing	Sem&Sec:6th A

AFTERNOON SESSION DETAILS

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My Courses

Content

Introduction to Digital Marketing

- ▶ Consumer Journey of Today   ○
- ▶ Explanation of New Medias   ○
- ▶ Explanation of New Medias - Contd   ○
- ▶ Understanding Brand Purpose   ○
- ▶ Introduction to Facebook Marketing   ○
- ▶ Purpose of using Facebook as Marketing Channel   ○
- ▶ Facebook Interface and Types of Audiences   ○
- ▶ Adset Set up guide
- ▶ What is custom audience
- ▶ Types of ads

Adset Set up guide

3:13   -9:12   1x   HD

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My Courses

Course Overview ⌄

Introduction to Digital Marketing ⌄

Quiz ⌃

  🕐 Quiz

Claim your course certificate ⌄

Type	:	Graded Quiz	Attempts	:	1/2	Questions	:	10
Time	:	30m	Scoring Policy	:	Highest Score	Due Date	:	Jan 31, 2021, 11:59 PM

Your Score : 7.00/10

Instructions ⌄

RETAKE

Attempt History

Date	Attempt	Marks
Jun 15, 3:27 PM	1	7

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My Courses

Content

Course Overview

Introduction to Digital
Marketing

Quiz

Claim your course certificate

(!) Claim your course certificate

Claim your course certificate

Type	:	Survey	Attempts	:	1/1	Questions	:	1
Your Score	:	1.00/1						

Instructions

Attempt History

Date	Attempt	Marks	
Jun 15, 3:28 PM	1	1	Hide answers

Question No: 1   Correct Answer   Marks: 1/1

Select Yes to claim your course certificate.

⊙ Yes   You Selected

15/06/2020

Introduction to Digital Marketing
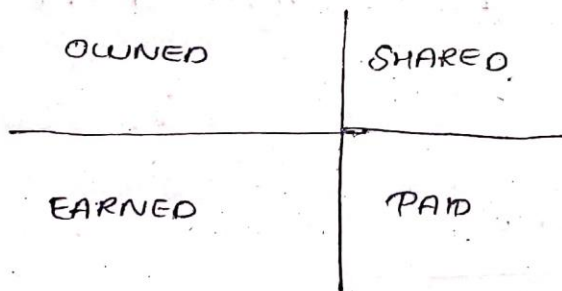
- Consumer Journey of Today

  3 consumer moments of Truth
  - * zero moment of truth
  * first moment of truth
  * Second moment of truth

- Constumer choices.

- consumer Journey
  * DREAMING
  * MINDSTATES EXPLORING
  * MINDSTATES LOCATING
  * MINDSTATES EXPERIENING

- Explanation of Need Modias

OWNED	SHARED
EARNED	PAID

- - Expla
ex: Lakme

Lakme is expanding its digital footprint and increasing
its investments out into the Sectors. the company is
aggressively exploring future stratergies with the
architects of ecommerse.

Understanding Purpose. Brand purpose

Person Name :

Sample Sally

Background.
Job? career path? family?

- Head of Human Resources
- worked at the same company for 10 years; worked her way up from HR associate.
- Married with 2 children (10 & 8)

Demographics.

- Skews female.
- age 30-45
- Dual HH Income: $140,000
- Suburban.

Identifiers

- Calm demeanor
- Probably has an assistance screening calls.

Goals.

- keep employees happy and turnover low
- Support legal & finance teams.

Challenges

- getting everything done with a small staff.
- Rolling core changes to the entire company

What can we do.

- Make it easy to manage all employee data in one place.

Introduction to Facebook Marketing

Facebook
edge Rank = Affinity $\times$ weight $\times$ Time Delay.

— Purpose of using facebook as Marketing channel

   * Raise BRAND AWARNESS

   * GENERATE LEADS

   * INCREASE LOCAL SALES

   * DRIVE ONLINE SALES

   * PROMOTE YOUR APP

Constom Audience

reaching out constomised set of people

* It means certain audiences are there with you.

→ custom audiences from your website is a targeting option that matches people who visit your website with people on FB., using the facebook pixel.

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Certificate of completion

Presented to

Bindushri

For successfully completing a free online course
Introduction to Digital Marketing

Provided by
Great Learning Academy
(On June 2020)