**DAILY ASSESSMENT**

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| **Course:** | **Digital Marketing** | **USN:** | **4AL16EC045** |
| **Topic:** | **All as mentioned in respective course** | **Semester & Section:** | **8th - A** |
| **GitHub Repository:** | **Davis** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |

**REPORT –**

Today’s era of Internet has opened a gate of vast variety of opportunities for businesses. Using social networks, one cannot only share a private picture of one’s birthday but also earn customers for one’s business and reach them conveniently. The speed and ease with which the digital media transmits information and help boost a business is amazing. Digital Marketing is the term used for the targeted, measurable, and interactive marketing of products or services using digital technologies to reach the viewers, turn them into customers, and retain them.

The traditional manner of marketing involved businesses to advertise their products or services on print media, radio and television commercials, business cards, bill boards, and in many other similar ways where Internet or social media websites were not employed for advertising. Traditional marketing policies had limited customer reachability and scope of driving customers’ buying behavior. Digital marketing achieves targets of marketing a business through different online channels.

According to [Salesforce](https://www.salesforce.com/form/marketingcloud/2015-state-of-b2b-marketing.jsp), 80% of senior-ranking marketers state that a cohesive customer journey is absolutely critical for success. These marketers understand how a customer or user journey map can streamline processes and provide customers with a consistent experience with a brand. Ideally, a customer journey map transforms the online customer journey into a visually accessible method for digital marketers to use to their advantage.

A customer journey map has proven to be so effective in companies that the [Gartner Group](http://www.mycustomer.com/experience/engagement/why-now-is-the-time-to-map-your-customer-journey) predicts that 60% of large organizations will contain in-house customer journey mapping abilities in 2018. If this percentage of large organizations understand the importance of a comprehensive customer journey map, its due time for other professional digital marketers to begin considering the creation of their own.

To streamline your customer experience and be consistently available to consumers throughout their online experience, read on to uncover how you can create a best-in-class customer journey map for your own brand.

New media marketing centers on promoting brands and selling products and services through established and emerging online channels, harnessing these elements of new media to engage potential and current customers. New media marketing encompasses many different mediums, including display advertising, content marketing and social media promotions. The objective of all new media marketing is to get consumers to interact with the brand, engaging them in a way that increases awareness and correlates to sales.

Brand building is the process of generating awareness and promotion of the services of a company through direct advertising campaigns or through sponsorship. Brand building strategies bring consumers closer to the brand and provide value for them so that they can know, feel and experience the brand. Digital marketers have a big responsibility on their shoulders – promotion of a business – and must take every step to convert that business into a brand so that leads will follow. They work closely with the designing, offline marketing and social media departments. If they collaborate and work simultaneously towards promoting the brand, the business is bound to be successful.

Facebook’s tools cater to the business that wants to form an authentic relationship with their audience. It allows marketers to create and distribute quality content that’s helpful for users. And it allows sales and customer services reps to connect with consumers interested in a brand. It’s not about being spammy, annoying, or deceiving. If you’re building a Facebook Page just to check one more thing off the branding to-do list, think again. True Facebook marketing requires a consistent, long-term commitment. But we promise, the awareness and demand will be worth it.

A major benefit of Facebook advertising is its ability to reach your exact audience. Facebook is the most targeted form of advertising. You can advertise to people by age, interests, behavior, and location. If you really know your customers, you can use Facebook advertising to engage them.

Ad campaigns are made up of ad sets. Ad sets are groups of ads that share settings for how, when and where to run. When you create an ad set, the choices you make at the ad set level automatically apply to all of the ads in the set. You’ll use ad set level options to choose audience characteristics such as location, gender and age. You can also create a budget, set a schedule and choose your placements.

A Facebook Custom Audience is a targeted advertising service that allows businesses to import user email addresses for retargeting on the social media platform. Custom Audiences are an effective way for online businesses to interact with relevant users across multiple channels.

Custom Audiences are essentially a matching system, pairing one mode of contact with that person's Facebook Profile. In most cases, businesses can expect 30 to 70 percent of their contacts to have matching profiles on the platform. Custom Audiences are one of the most highly-targeted forms of marketing, making them increasingly popular with ecommerce stores who want to keep their brand top-of-mind with interested consumers.

