**DAILY ASSESSMENT**

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| **Date:** | **15/06/2020** | **Name:** | **Dhavala** |
| **Course:** | **Digital marketing** | **USN:** | **4AL17EC027** |
| **Topic:** | **Introduction to digital marketing** | **Semester & Section:** | **6TH SEM & A Section** |
| **Github Repository:** | **Dhavala27** |  |  |

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| **SESSION DETAILS** |
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| **Report**  What Is Digital Marketing?  Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Understanding Digital Marketing Digital marketing targets a specific segment of the customer base and is interactive. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything that incorporates marketing with customer feedback or a two-way interaction between the company and customer.  Internet marketing differs from digital marketing. Internet marketing is advertising that is solely on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game, or via a smartphone app. In the parlance of digital marketing, advertisers are commonly referred to as sources, while members of the targeted ads are commonly called receivers.  Sources A website is the centerpiece of all digital marketing activities. Alone, it is a very powerful channel, but it’s also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use. frequently target highly specific, well-defined receivers.  For example, after extending the late-night hours of many of its locations, McDonald's needed to get the word out. It targeted shift workers and travelers with digital ads because the company knew that these people made up a large segment of its late-night business. McDonald's encouraged them to download a new Restaurant Finder app, targeting them with ads placed at ATMs and gas stations, as well as on websites that it knew its customers frequented at night.  Website Marketing:  Pay-Per-Click (PPC) Advertising PPC advertising enables marketers to reach Internet users on a number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The  most popular PPC platforms are Google Ads and Facebook Ads.  Content Marketing:  The goal of content marketing is to reach potential customers through the use of content. Content is usually published on a website and then promoted through social media, email marketing, SEO, or even PPC campaigns. The tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, and webinars.  Email Marketing:  Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that’s not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email  lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.  Social Media Marketing:  The primary goal of a social media marketing campaign is brand awareness and establishing social trust. As you go deeper into social media marketing, you can use it to get leads or even as a direct sales channel.  Affiliate Marketing :  Affiliate marketing is one of the oldest forms of marketing, and the Internet has brought new life to this old standby. With affiliate marketing, influencers promote other people’s products and get a commission every time a sale is made or a lead is introduced. Many well-known companies like Amazon have affiliate programs that pay out millions of dollars per month to websites that sell their products.  Video Marketing YouTube has become the second most popular search engine and a lot of users are turning to YouTube before they make a buying decision, to learn something, read a review, or just to relax. There are several video marketing platforms, including Facebook Videos, Instagram, or even TikTok to use to run a video marketing campaign. Companies find the most success with video by  integrating it with SEO, content marketing, and broader social media marketing campaigns. SMS Messaging Companies and nonprofit organizations also use SMS or text messages to send information about their latest promotions or giving opportunities to willing customers. Political candidates running for office also use SMS message campaigns to spread positive information about their own platforms. As technology has advanced, many text-to-give campaigns also allow customers to directly pay or give via a simple text message.  Digital Marketing Challenges:  Digital marketing poses special challenges for its purveyors. Digital channels are proliferating rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services. In addition, it's becoming more difficult to capture receivers' attention, because receivers are increasingly inundated with competing ads. Digital marketers also find it challenging to analyze the vast troves of  data they capture and then exploit this information in new marketing efforts.The challenge of capturing and using data effectively highlights that digital marketing requires an approach to marketing based on a deep understanding of consumer behavior. For example, it may require a company to analyze new forms of consumer behavior, such as using website heatmaps to learn more  about the customer journey.  Introduction to the Facebook marketing  Facebook has 1.56 billion daily active users. Let’s put that in perspective. That’s nearly 5X the population of the United States, 20% of the world population  and still climbing. So, imagine the social influence achievable through Facebook in terms of your peer effects, ecommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other  social media platforms you market through).  It’s not only the sheer number of people but the amount of our  attention Facebook owns. Globally, the average user spends almost an hour per day on Facebook. Considering the average person sleeps eight hours a day, that means about 7% of our waking hours is spent with our eyes glued to the social network.  Purpose of using Facebook for marketing  Your Facebook business page is a great spot to develop your brand identity and show your human side. Facebook is where you can loosen the tie a bit – don’t be afraid to be funny. Ultimately you should consider what your key audience would want to see. Share, links, anything, as long as it is connected to your business and it seems like something your target audience would enjoy. In addition to hilarious videos of dogs walking in tiny shoes, a store specializing in footwear might  also post an article about how to measure your foot size accurately, what kind of shoe inserts are best for different sore feet woes, etc. A nice mix of humor, educational resources, and posts about your store updates is ideal.  Types of ads  Display Advertising.  Video Advertising.  Mobile Advertising.  Native Advertising.  Audio Advertising.  Social Media Advertising.  Pay Per Click Search Advertising. |

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