**DAILY ASSESSMENT REPORT**

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| **Date:** | **15/06/2020** | **Name:** | **Gaganashree P** |
| **Course:** | **Digital marketing** | **USN:** | **4al15EC024** |
| **Topic:** | **Introduction,New medias,brand purpose,facebook marketing.** | **Semester & Section:** | **8th &"A" section** |
| **Github Repository:** | **Gaganashree-P** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report–**  **CourseDescription**   Digital marketing is defined by the use of numerous digital tactics and channels to connect with customers where they spend much of their time online. Digital marketing helps translate the traditional concepts of marketing in online businesses. It can transform the way you connect with consumers at the right place and right time. Understanding consumers is the first step to delivering products and services and its adoption. This course is for anyone who is curious about Digital Marketing and wants to learn how to run ads on various marketing channels.  **Course Objectives**  This course aims to   * Introduce you to the wide arena of digital marketing in the context of new media * Help understand the customer journey through the various stages from discovery to adoption of the product * Understand Facebook as an important channel to reach consumers through its advertising capabilities   **Pedagogy**   The objectives envisaged in this course will be met through High-Quality Video Content.   **Courses Focuses on:**   * Consumer-centric approach to business * Explanation of New Medias * Understanding Brand Purpose * Facebook Marketing   **Explanation of New MEDIAS.**  New media is used to describe content made available using different forms of electronic communication made possible through the use of computer technology. Generally, the phrase new media describes content available on-demand through the Internet.  This content can be viewed on any device and provides way for people to interact with the content in real-time with the inclusion of user comments and making it easy for people to share the content online and in social with friends and co-workers. Examples of New Media  1. The phrase new media is in relation to "old" media forms, such as print newspapers and magazines, that are static representations of text and graphics. New media includes: 2. [websites](https://www.webopedia.com/TERM/W/web_site.html) and [blogs](https://www.webopedia.com/TERM/B/blog.html) 3. [streaming](https://www.webopedia.com/TERM/S/streaming.html)audio and video 4. [chat rooms](https://www.webopedia.com/TERM/C/chat_room.html) 5. [email](https://www.webopedia.com/TERM/E/e_mail.html) 6. online communities 7. [social media](https://www.webopedia.com/TERM/S/social_media.html) and sharing platforms 8. mobile apps 9. Web advertising 10. [DVD](https://www.webopedia.com/TERM/D/DVD.html) and [CD-ROM](https://www.webopedia.com/TERM/C/CD_ROM.html)media 11. [virtual reality](https://www.webopedia.com/TERM/V/virtual_reality.html) environments 12. integration of digital data with the telephone, such as [Internet telephony](https://www.webopedia.com/TERM/I/Internet_telephony.html) 13. digital cameras   **Understanding Brand Purpose**  Brand purpose is the reason for the brand to exist beyond making money. If you want a really powerful brand purpose, it needs to relate to the product or service itself. For example, if you’re in the educational sector, your purpose might help children and shape their future.  A promise gives the customer an indication of what to expect e.g. low priced groceries whereas the brand purpose is the reason the brand exists. The brand purpose and brand promise don’t need to relate as the brand promise is usually more focused on the actual product or service offered.  So, who have matched their brand purpose and core product well? We think Dove are a fantastic example. They have created hugely successful campaigns centred around their brand purpose of positive body image. The message fits perfectly with their personal care product company, making it sustainable and relevant to consumers. Most importantly, it connected with customers on an emotional level with a topic that affected them personally. This means that customers get a ‘feel-good factor’ when they buy Dove’s products. When they're looking at products on a shelf there are differentiating factors that the customer will be looking at such as price and visuals. Brand purpose is another way to get customers reaching for your product rather than your competitors.  There are three main benefits that come from brand purpose:  1. It adds value to the lives of customers and society 2. It sets the brand apart from competitors 3. It provides clarification and strong corporate culture  **Introduction to Facebook Marketing.**  Facebook isn’t new, and neither is the idea that every business needs a Facebook presence.  However, [a lot has changed since Facebook first entered the marketing scene](https://www.facebook.com/watch/?v=10155756845279394). Today, the world’s largest social network can do things many of us would never have dreamed of 10 years ago: host 360-degree videos, sell products via a chatbot, or even serve as a top news source for [two-thirds of the adult population](https://www.journalism.org/2017/09/07/news-use-across-social-media-platforms-2017/pi_17-08-23_socialmediaupdate_0-01/).  Facebook has [1.56 billion daily active users](http://newsroom.fb.com/company-info/). Let’s put that in perspective. That’s nearly 5X the population of the United States, 20% of the world population … and[still climbing](https://www.statista.com/statistics/264810/number-of-monthly-active-facebook-users-worldwide/).  So imagine the [social influence](https://www.facebook.com/watch/?v=10155756995014394) achievable through Facebook in terms of your [peer effects](https://www.facebook.com/watch/?v=10155756995014394), ecommerce business, referrals, customer relationships, reputation, brand awareness, and much more (let alone, in combination with other [social media platforms you market through](https://blog.hubspot.com/marketing/social-media-marketing)).  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](https://www.vox.com/2018/6/25/17501224/instagram-facebook-snapchat-time-spent-growth-data) 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*.*  Facebook Pages are the gateway for businesses to market to this holy grail of users. **A Facebook Page is a public presence similar to a personal profile, but allows fans to “like” the business, brand, celebrity, cause, or organization.** Fans receive content updates from the Page on their News Feed, while the business is able to raise brand awareness, deploy and track advertising, collect detailed audience insights, and chat with users who seek customer service. Facebook Marketing, the Inbound Way Before we dive in, let’s get one thing out of the way. There are many ways to approach marketing on Facebook, but we’ll stick to the one we love most: **inbound**.  [An inbound strategy](https://www.hubspot.com/inbound-marketing) is about being helpful and relatable to your audience. It involves understanding the goals of your customer and partnering with them to overcome challenges. One of the best ways to do this is to be available where they already spend their time — that means you need to be present on Facebook.  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.  **Facebook interface and types of audience.**  Social media gives us the ability to connect brands directly to their customers. Social platforms like Facebook are great channels through which you can interact with your audience, and tailor content to meet their current needs or interests.  But to make sure all this interaction and social engagement is worth it, you need to drill down to what details really produce the results you’re seeking and continually optimize for those.  This is why reviewing Facebook Audience Insights and the vast amount of user data the social network offers is so important. So, to help you on your dive down into the social data abyss, here’s how to use Facebook Audience Insights to improve your targeting.  **The Power of Social Media Data**  The more you know about your users, the better you can target them with content tailored to their preferences. The end result is more engagement on your ads and a much better ROI.  data facebook collects  You can already refine audiences in your Facebook Ad Manager based on a slew of different data points, such as:   * Demographics * Geographics * Gender * Time user is active * Device * Interests   The more of these data points or layers you use to refine your audience, the smaller it will become. However, your campaign will be much more targeted to a specific user. As long as you don’t jump the gun and add too many layers before having some data to back up doing so, this could be beneficial in a few different ways.  For instance, your ad spend should be lower, because you’re targeting a smaller audience and not driving unqualified engagements. Basically, this helps lower your cost per action (CPA).  Not only that, it also helps you expand your successful audiences. So, even if you’ve found an audience that works well for you, you can use Audience Insights to find more related interests and topics to help scale your campaign.  **FACEBOOK ADS**  Social media has been found to be the most effective digital advertising channel for getting more impressions, clicks, and conversions. Facebook in particular stands out — in some cases, 7x cheaper than the next most affordable social media ads channel (Twitter).  You can spend as little as $5 per day on Facebook advertising and see significant results. Sounds great, right!  We’d love to make it easy for you to get up and running with Facebook Ads. These are the exact steps and lessons we’ve been taking to build up our own paid ads campaigns, and we’ll be keeping this post up-to-date with the latest news and learnings.  Got any ideas on how to make this post better? We’d love your comments! Drop us a line here and we’ll review and update the post (and give you a shoutout!).  **How to navigate this guide**  There’s a lot to learn with Facebook Ads! And I know I’m going to leave a lot out. This article is our best shot at covering all the important aspects of Facebook advertising for someone who is just starting out. To make it easier to digest, we’ve broken this guide down into four chapters. Here’s where to find any info you might need:  Chapter 1: An Introduction to Facebook Ads: a high-level look at the factors businesses and brands consider when choosing Facebook ads and some quick tips on getting started with ads.  Chapter 2: How to guides: Information and screenshots on where to find everything and how to get set up with the various types of Facebook ads.  Chapter 3: How to choose an audience for your ads: Audience targeting is where Facebook advertising can become truly powerful and significant. Here we show you how to find the right audience for your ads.  Chapter 4: Budgeting, Analysis, and Successful Strategies: Hoping to answer the question “What am I supposed to do here?” Strategies for audience, budget, ad types, messaging, and visuals.  Combined with higher consumer knowledge and the demand for more sophisticated consumer offerings, this change has forced many businesses to rethink their outreach strategy and adopt or incorporate omnichannel, nonlinear marketing techniques to maintain sufficient brand exposure, engagement and reach.  Nonlinear marketing strategies involve efforts to adapt the advertising to different platforms, And to tailor the advertising to different individual buyers rather than a large coherent audience.  Tactics may include:  Search engine optimization (SEO)  Social media marketing  Video marketing  Email marketing  Blogging  Website marketing  Paid search/contextual advertising  Some studies indicate that consumer responses to traditional marketing approaches are becoming less predictable for businesses. According to a 2018 study, nearly 90% of online consumers in the United States researched products and brands online before visiting the store or making a purchase. The Global Web Index estimated that in 2018, a little more than 50% of consumers researched products on social media. Businesses often rely on individuals portraying their products in a positive light on social media, and may adapt their marketing strategy to target people with large social media followings in order to generate such comments. In this manner, businesses can use consumers to advertise their products or services, decreasing the cost for the company.  Digital marketing strategies may include the use of one or more online channels and techniques (omnichannel) to increase brand awareness among consumers.  Building brand awareness may involve such methods/tools as:  **Search engine optimization (SEO)**  Search engine optimization techniques may be used to improve the visibility of business websites and brand-related content for common industry-related search queries.  The importance of SEO to increasing brand awareness is said to correlate with the growing influence of search results and search features like featured snippets, knowledge panels and local SEO on customer behavior.  **Search engine marketing (SEM)**  SEM, also known as PPC advertising, involves the purchase of ad space in prominent, visible positions atop search results pages and websites. Search ads have been shown to have a positive impact on brand recognition, awareness and conversions. 33% of searchers who click on paid ads do so because they directly respond to their particular search query.  **Social media marketing**  70% of marketers list increasing brand awareness as their number one goal for marketing on social media platforms. Facebook, Instagram, Twitter and YouTube are listed as the top platforms currently used by social media marketing teams.  **Content marketing**  56% of marketers believe personalized content – brand-centered blogs, articles, social updates, videos, landing pages – improves brand recall and engagement.  According to Mentionlytics, an active and consistent content strategy that incorporates elements of interactive content creation, social posting and guest blogging can improve brand awareness and loyalty by 88%.  **CERTIFICATE** |