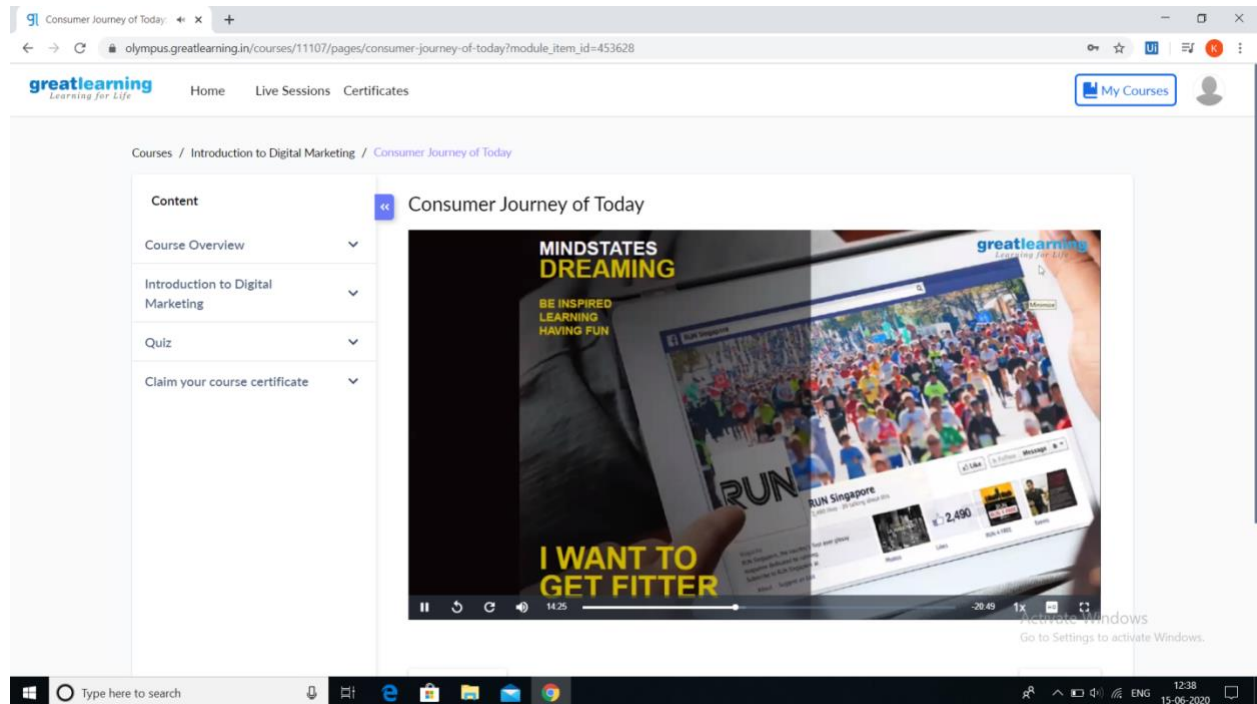


DAILY ASSESSMENT REPORT

Date:	15/06/2020	Name:	Neha T
Course:	Digital Marketing	USN:	4AL18EC035
GitHub Repository:	Neha-T	Semester & Section:	4th Sem 'A' Sec

FORENOON SESSION

Image of the session



➤ **Introduction to Digital Marketing**

- **Consumer journey of Today**
- **Explanation of New Medias**
- **Understanding Brand Purpose**
- **Introduction to Facebook Marketing**
- **Purpose of using Facebook marketing channel**
- **Facebook interfaces and Type of audience**
- **Adset setup guide**
- **What is custom audience?**
- **Types of ads**

➤ **Digital marketing is the component of marketing that utilize internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services.**

➤ **The role of digital marketing is to help you garner new traffic, leads, and sales for your business by reaching people looking for your products and services.**