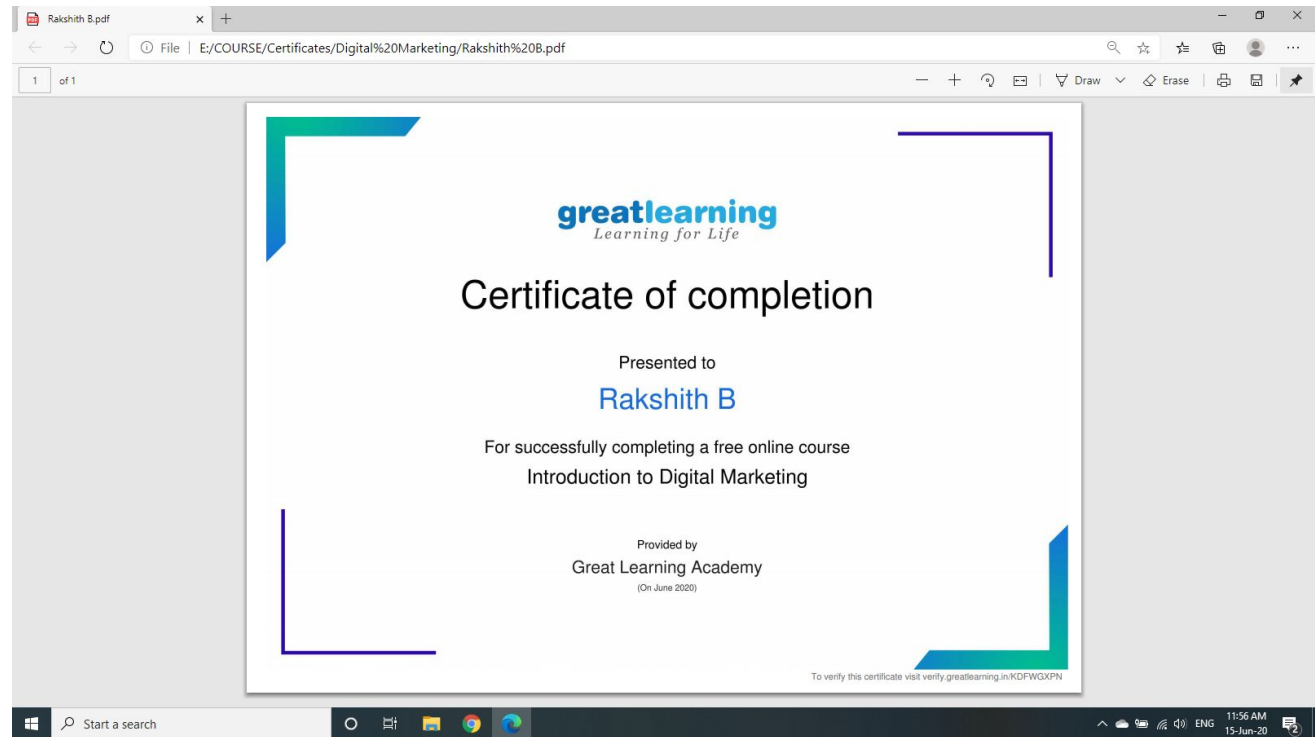


## REPORT JUNE 15

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Course:	GreatLearning	USN:	4AL16EC409
Topic:	Digital Marketing	Semester & Section:	6th SEM B
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### FORENOON SESSION DETAILS

#### Image of session



#### Report –

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. ... Digital marketing achieves targets of marketing a business through different online channels.

#### the 3 consumer moments of truth

- Zero moment of truth
- First moment of truth
- Second moment of truth

#### Explanation of new medias

New media refers to “those digital media that are interactive, incorporate two-way communication and involve some form of computing,” Robert Logan writes in his book *Understanding New Media*. New media is “very easily processed, stored, transformed, retrieved, hyperlinked and, perhaps most radical of all, easily searched for and accessed.”

A distinction between new media and old media is that old media is for the most part mass media. In addition, each form of new media is highly interactive, while mass media is not. Users of new media are active producers of content and information, whether sending an email or using Internet collaboration tools.

Professor and new media theorist Lev Manovich describes new media as being native to computers or relying on computers for distribution: websites, human-computer interface, virtual worlds, virtual reality, multimedia, computer games, computer animation, digital video, special effects in cinema and interactive computer installations.

### **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 social media images, links, videos, 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.