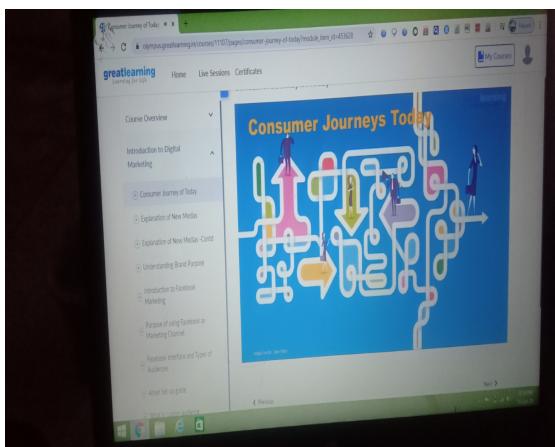


June 15 report

Date:	15/06/2020	Name:	Ankitha c c
Course:	Digital marketing	USN:	4al16ec004
Topic:		Semester & Section:	8th & "A" section
Github Repository:	Ankitha-course		

FORENOON SESSION DETAILS

Image of session



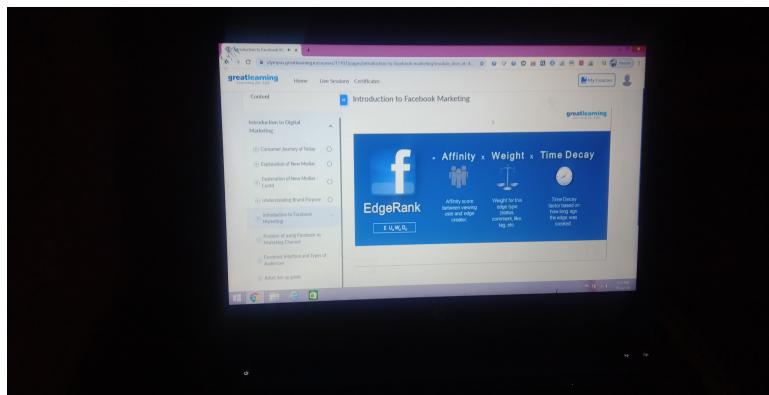
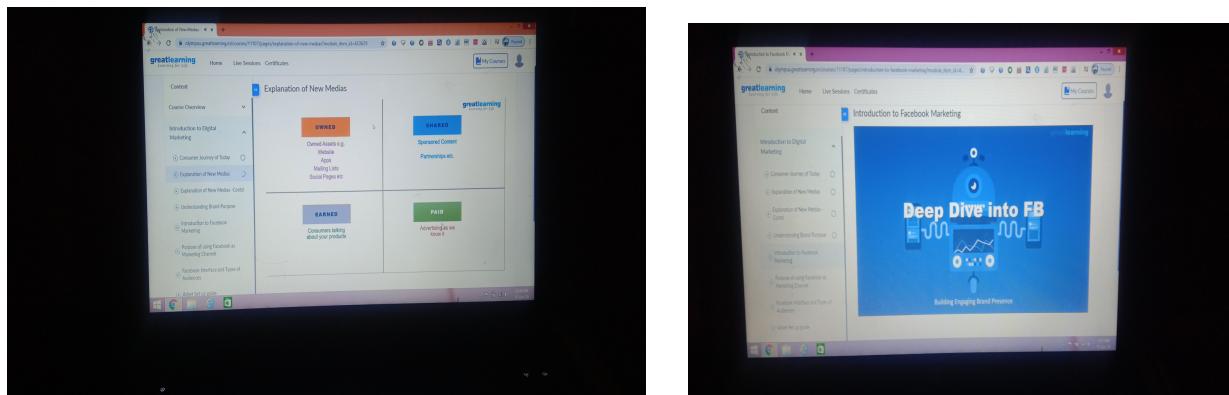
Report - Report can be typed or hand written for up to two pages.

Digital marketing is the component of marketing that utilizes internet and online based digital technologies such as desktop computers, mobile phones and other digital media and platforms to promote products and services. Its development during the 1990s and 2000s, changed the way brands and businesses use technology for marketing. As digital platforms became increasingly incorporated into marketing plans and everyday life, and as people increasingly use digital devices instead of visiting physical shops, digital marketing campaigns have become prevalent, employing combinations of search engine optimization (SEO), search engine marketing (SEM), content marketing, influencer marketing, content automation, campaign marketing, data-driven marketing, e-commerce marketing, social media marketing, social media optimization, e-mail direct marketing, display advertising, e-books, and optical disks and games have become commonplace. Digital marketing extends to non-Internet channels that

provide digital media, such as television, mobile phones (SMS and MMS), callback, and on-hold mobile ring tones. The extension to non-Internet channels differentiates digital marketing from online marketing.

Nonlinear marketing, a type of interactive marketing, is a long-term marketing approach which builds on businesses collecting information about an Internet user's online activities, and trying to be visible in multiple areas.

Unlike traditional marketing techniques, which involve direct, one-way messaging to consumers (via print, television and radio advertising), nonlinear digital marketing strategies are centered on reaching prospective customers across multiple online channels.



FACEBOOK

Facebook is an American online social media and social networking service based in Menlo Park, California and a flagship service of the namesake company Facebook, Inc. It was founded by Mark Zuckerberg, along with fellow Harvard College students and roommates Eduardo Saverin, Andrew McCollum, Dustin Moskovitz and Chris Hughes.

The founders initially limited Facebook membership to Harvard students. Membership was expanded to Columbia, Stanford, and Yale before being expanded to the rest of the Ivy League, MIT, and higher

education institutions in the Boston area, then various other universities, and lastly high school students. Since 2006, anyone who claims to be at least 13 years old has been allowed to become a registered user of Facebook, though this may vary depending on local laws. The name comes from the face book directories often given to American university students.

Facebook can be accessed from devices with Internet connectivity, such as personal computers, tablets and smartphones. After registering, users can create a profile revealing information about themselves. They can post text, photos and multimedia which is shared with any other users that have agreed to be their "friend", or, with a different privacy setting, with any reader. Users can also use various embedded apps, join common-interest groups, buy and sell items or services on Marketplace, and receive notifications of their Facebook friends' activities and activities of Facebook pages they follow. Facebook claimed that it had more than 2.3 billion monthly active users as of December 2018.

Facebook has been subject to extensive media coverage and many controversies. These often involve user privacy (as with the Cambridge Analytica data scandal), political manipulation (as with the 2016 U.S. elections), psychological effects such as addiction and low self-esteem, and content that some users find objectionable, including fake news, conspiracy theories, and copyright infringement. Commentators have accused Facebook of helping to spread false information and fake news. In 2017, Facebook partnered with fact checkers from the Poynter Institute's International Fact-Checking Network to identify and mark false content, though most ads from political candidates are exempt from this program. Critics of the program accuse Facebook of not doing enough to remove false information from its website. Facebook was the most downloaded mobile app of the 2010s globally.

FACEBOOK ADDS

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:

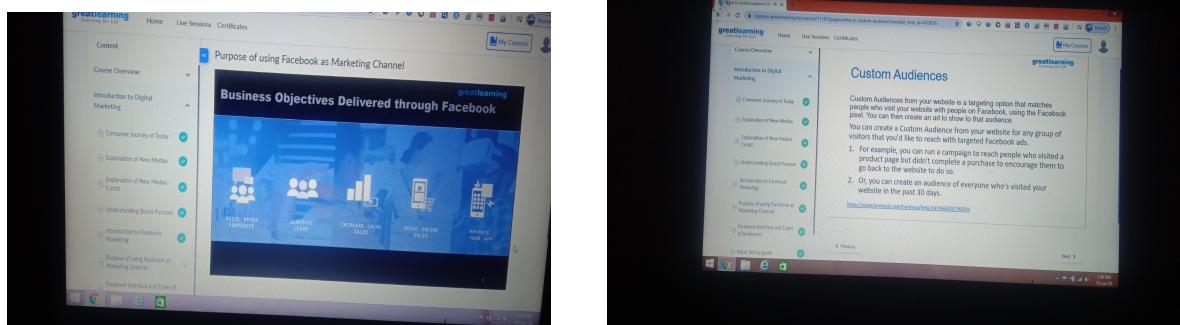
Chapter 1: An Introduction to Facebook Ads: a high-level look at the factors businesses and brands consider when choosing Facebook ads and some quick tips on getting started with ads.

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.

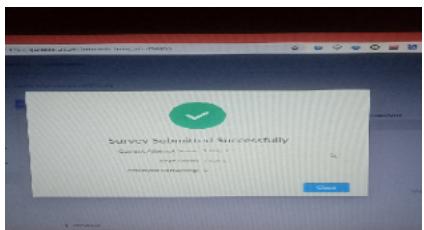
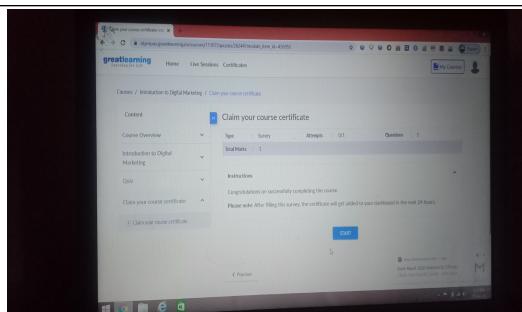
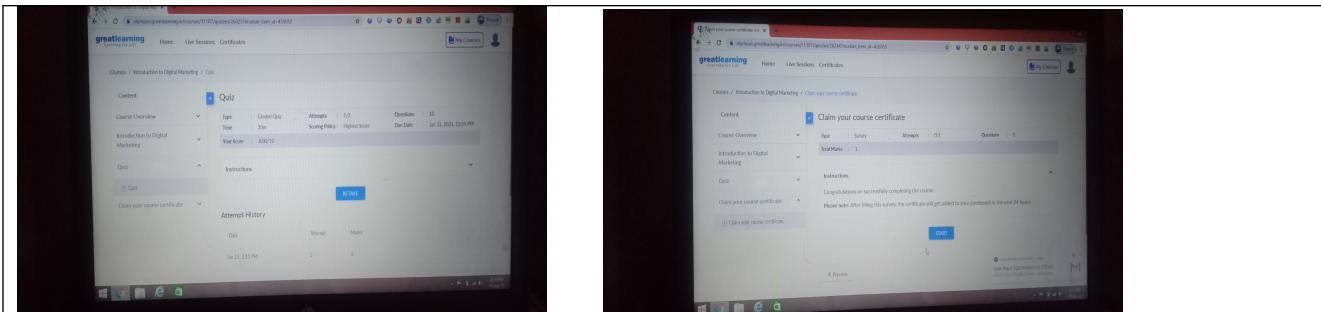
Social media marketing

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%.



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