DAILY ASSESSMENT FORMAT

Date:	15-06-2020	Name:	Poorvi j gowda
Course:	mysql	USN:	4AL17EC071
Topic:	completed		6th b
Github Repository:	Poorvi-2000		

FORENOON SESSION DETAILS

Date:15june2020

Course: digital marketing

Topic:introduction to digital marketing

Name:poorvi j

USN:4AL17EC071

Sem&Sec:6th b

AFTERNOON SESSION

DETAILS

Ips & Lightning Design | Inter × | (11) Design Flyer Banner Poster × | Adset Set up guide: Introdu × | Learn to Build Android Mobile A × | +

C olympus.greatlearning.in/courses/11107/pages/adset-set-up-guide?module_item_id=453635

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Content

Adset Set up guide

Introduction to Digital Marketing

- ⊙ Consumer Journey of Today
- ⊙ Explanation of New Medias
- ⊙ Explanation of New Medias - Contd
- ⊙ Understanding Brand Purpose
- ⊙ Introduction to Facebook Marketing
- ⊙ Purpose of using Facebook as Marketing Channel
- ⊙ Facebook Interface and Types of Audiences
- ⊙ Adset Set up guide
- ⊙ What is custom audience
- ⊙ Types of ads

< Previous   Next >

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of Lamps & Lightning Design | Inter × | (11) Design Flyer Banner Poster × | Quiz: Introduction to Digital Mar × | Learn to Build Android Mobile A × | +

→ C olympus.greatlearning.in/courses/11107/quizzes/26325?module_item_id=459052

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Course Overview	⌄	
Introduction to Digital Marketing	⌄	
Quiz	⌃	

⏱ Quiz

Claim your course certificate ⌄

Type	: Graded Quiz	Attempts	: 1/2	Questions	: 10
Time	: 30m	Scoring Policy	: Highest Score	Due Date	: Jan 31, 2021, 11:59 PM

Your Score   :   7.00/10

Instructions   ⌄

RETAKE

Attempt History

Date	Attempt	Marks
Jun 15, 3:27 PM	1	7

< Previous   Next >

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Course Overview ⌄

Introduction to Digital Marketing ⌄

Quiz ⌄

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⚡ Claim your course certificate

Claim your course certificate

Type	: Survey	Attempts	: 1/1	Questions	: 1
Your Score	: 1.00/1				

Instructions ⌄

Attempt History

Date	Attempt	Marks	
Jun 15, 3:28 PM	1	1	Hide answers

Question No: 1 (Correct Answer)   Marks: 1/1

Select Yes to claim your course certificate.

⦿ Yes   You Selected

15/06/2020

Introduction to Digital Marketing
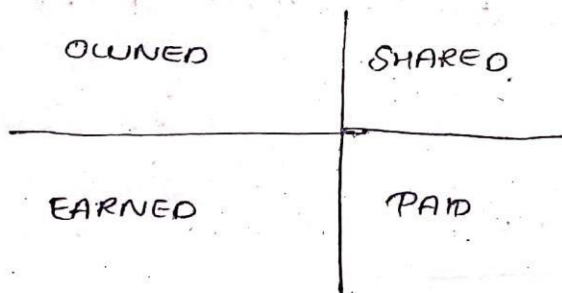
- Consumer Journey of Today

3 Consumer moments of Truth
- * zero moment of truth
  * first moment of truth
  * second moment of truth

- Constumer choices._____

- Consumer journey
  * DREAMING
  * MINDSTATES EXPLORING
  * MINDSTATES LOCATING
  * MINDSTATES EXPERIENING

- Explanation of Need Medi009

OWNED	SHARED
EARNED	PAID

- expla

ex: Lakme

Lakme is expanding its digital footprint and increasing its Investments and into the sector. the company is aggressively exploring future stratergies with the architects of ecommerse.

Understanding Purpose. Brand purpose

Person Name :

Sample Scully

Background.
Job? Carrer path? family?

- Head of Human Resources
- worked at the same company for 10 years; worked her way up from HR associate.
- Married with 2 children (10 & 8)

Demographics.

- Skews female.
- age 30-45
- Dual HH Income: $140,000
- Suburban.

Identifiers

- calm demeanor
- Probably has an assistance screening calls.

GOALS.

- keep employees happy and turnover low
- Support legal & finance teams.

Challenges

- getting everthing done with a small staf.
- Rolling out changes to the entire company

what can we do.

- Make it easy to manage all employees data in one place.

Introduction to Facebook Marketing

Facebook.
edge Rank = Affinity X weight X Time Delay.

- Purpose of using facebook as Marketing channel

  * Raise BRAND AWARNESS
  ↓ GENERATE LEADS
  ↓ INCREASE LOCAL SALES
  ↓ DRIVE ONLINE SALES
  ↓ PROMOTE YOUR APP

Constom Audience

reaching out customised set of people

* It means certain audiences are there with you.

→ custom audiences is from your website is a targetting option that matches people who visit your website with people on FB, using the facebook pixel.

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Learning for Life

Certificate of completion

Presented to

Poorvi hj

For successfully completing a free online course
Introduction to Digital Marketing

Provided by
Great Learning Academy
(On June 2020)