

morning session.

Date - 4/6/2020

Name - Rashmi

Course - Digital marketing

USN - UAL18EC043

Topic - Introduction to digital marketing

Sem - IV Sem

Repository - Rashmi.k

Report:

1. Consumer Journey of Today
2. Explanation of new media
3. Understanding Brand Purpose
4. Introduction to facebook marketing
5. Facebook interface & types of Audiences
6. Adset set up guide
7. What is ~~an~~ autom audience
8. Types of ads

The 3 consumer moments of Truth -

- 1 - First moment of Truth
choosing a product at the store shelf
- 2 - Using a product & deciding whether to buy it again
- 3 - searching for information about a brand / product