**DAILY ASSESSMENT FORMAT**

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| **Date:** | **10-06-2020** | **Name:** | **Rohan Shetty** |
| **Course:** | **Digital marketing** | **USN:** | **4al17ec079** |
| **Topic:** | **Plan your online business strategy:**   * **The benefits of an online strategy** * **Taking a business online** * **Understanding customer behavior** * **How to stand out from the competition** * **Using goals to improve business performance** | **Semester & Section:** | **6th & ‘B’** |
| **GitHub Repository:** | **rohan-shetty-online-classes** |  |  |

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| **FORENOON SESSION DETAILS** |
| **Image of session** |
| **Report:**  **The benefits of an online strategy:**  An online business strategy can boost your chances of digital success, helping you to define clear goals and focus your online activity. In this lesson, we'll explore:   * how an online business can benefit from a business strategy * best practices when creating a business strategy * examples of common goals and popular strategies to achieve them.   **Taking a business online:**  When taking a business online, understanding how customers browse on the web is an important factor in ensuring your online efforts are rewarded. In this lesson, we will explore:   * customer behaviors online, and how these overlap with offline behaviors * the "See, Think, Do, Care" framework, and how to use this to help understand the online customer journey   how to group your audiences using audience segmentation  **Understanding customer behavior:**  Create the best possible online experience for customers by understanding how to make the most of the moments when they interact with a brand. In this lesson, we'll explore:   * what customer touchpoints are * how to map common online customer journeys * how to identify customer touchpoints that generate business goals**.**   **How to stand out from the competition:**  Understanding the competition is a key component of your online strategy, enabling you to position a business correctly in the marketplace. In this lesson, we'll explore:   * how to identify what makes a business stand out in a busy marketplace * why Unique Selling Points (USPs) are important and how to construct them * online tools available to help you research the competition.   **Using goals to improve business performance:**  When marketing your business online, it's important to use the data and metrics available to evaluate how your online activities are performing. In this lesson, we'll explore:   * why setting goals and KPIs is so important to online businesses * how to construct a KPI using the SMART framework * how to analyses data gathered to help improve online marketing efforts. |

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