Business Analytics Capstone Framework for Strategy

MOOC Student

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Strategy

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Describe your proposed strategy

- **Native Advertising**: Native advertising is a form of advertising that blends in with the content of the website. By using native advertising, GYF can create ads that are less intrusive and more likely to be seen by users.

- **Mobile App Ads**: GYF can shift some of its media to mobile app ads. Mobile app ads are less likely to be blocked by ad-blockers and can be more effective in reaching users.

- **Anti-Ad-Blocking Scripts**: GYF can use anti-ad-blocking scripts to bypass ad-blockers. These scripts can detect when a user is using an ad-blocker and can prevent the ad-blocker from blocking ads.

- **Targeted Ads**: GYF can use data-driven analysis to create more targeted ads that are less likely to be blocked. By analyzing user data, GYF can identify the types of ads that users are more likely to engage with and the types of ads that are more likely to be blocked.

- **Content Marketing**: GYF can shift its focus to content marketing and earned media. By creating high-quality content that users want to engage with, GYF can reduce its reliance on traditional advertising.

- **Ad-Block Proof Ads**: GYF can work with publishers to place "ad-block proof" ads server-side. These ads are less likely to be blocked by ad-blockers and can be more effective in reaching users.

- **Ethical Advertising**: GYF can focus on being an ethical advertiser. By creating content that users would enjoy receiving and sticking to major platforms that follow that mentality, GYF can reduce the negative impact of ad-blocking software.

- I would recommend hiring **Peggy Prospect** as the Senior Associate Director for Digital Advertising Strategy. Although Peggy's work samples were less dynamic than Carrie's, Peggy demonstrated a deep knowledge of the digital advertising landscape and a strong familiarity with the kinds of tasks she would be assigned in her new position. Additionally, Peggy scored highly on her personality test, indicating that she is detail-oriented, open-minded, and able to work as part of a team.

- While one of Peggy's references mentioned that she could be "too focused on the short term rather than the long term," this is a relatively minor issue that can be addressed through coaching and mentoring. Overall, Peggy appears to be a strong candidate for the position and is well-suited to help GYF develop and implement its strategy for addressing the problem of adblocking.

- I would recommend incorporating Peggy's hiring into the Strategy slides by highlighting her strengths and qualifications, as well as the potential challenges associated with her focus on the short term. By acknowledging these challenges up front, the DATA Team can work proactively to address them and ensure that Peggy is set up for success in her new role.