NAAN MUDHAVAN

COURSE TITLE : DIGITAL MARKETING

COLLEGE CODE : 1105

COLLEGE NAME : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

PROJECT TITLE : CREATING A SOCIAL MEDIA AD CAMPAIGN IN FACEBOOK

PROJECT TEAM ID : NM2023TMID05689

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PASSWORD : ComputerzUlagam

FACEBOOK PAGE LINK: https://www.facebook.com/computerzzworld

DRIVE LINK :

https://drive.google.com/drive/folders/1x4S9hSeNkz6uOBfUZkJerofWNVzQPx15?usp=share link



BRAND LOGO

CATEGORY : Computer Sales & Services

TARGET AUDIENCE: Students, Employees, Developers

EMPATHY MAP

Says

What have we heard them say? What can we imagine them saying? Thinks

What are their wants, needs, hopes, and dreams? What other thoughts might influence their behavior?



computer is too slow and outdated

computer that suits my specific needs

Customization options

reliable. performs well, and doesn't break down frequently

easy to use and computer at a doesn't require reasonable price, potentially with advanced discounts or technical promotions knowledge

secure. protecting their personal data from cyber threats

didn't understand all the technical jargon

computer's security

explain technical terms in plain language

expert advice to help them choose the right computer for their specific requirements

need information and education about the latest technology and

Some dream of owning cuttingedge technology that keeps them at the forefront

New computer will make their tasks more efficient and enjoyable

trust this brand for quality and service?

protect my personal data from cyber threats

brand's trustworthiness and reputation can strongly influence their choices

Current technology trends and developments may sway their choices toward the latest and most popular



DIGITAL MARKETING

Customer expectation for new product and services

Many potential customers conduct extensive online research to compare computer brands, features, and prices

Customers often read product reviews and testimonials to assess the

Customers Customers frequently compare different models and brands to find the best value for their budget Satisfied customers may share their experiences with others and recommend your services

Customers get frustrated with slow and unresponsive computers that hinder their productivity

Frustration arises when technical information is communicated in a way that's hard to understand

Anticipation of

getting a new,

powerful computer can

drive purchase

Lengthy wait times for customer support or service can be

Concerns about the cost of the computer and related expenses may lead to anxiety about budgeting

Some might choose to customize their computer orders to match their preferences

Those facing issues or needing technical assistance may contact custor support for help

subscribe to newsletters for updates on new products and promotions

Customers frequently compare different models and brands to find the best value for their budget

Anxiety may arise when they're unsure whether they can trust a brand or service provider

> The fear of encountering technical issues or software/ hardware failures is common

a major source of frustration Customers may feel empowered when they receive the

Positive experiences with a computer or service can lead to customer satisfaction and loyalty

Customers fear their personal data might be at risk, leading to concerns about hacking, identity theft, and privacy breaches

The fear of missing out on the latest technology or a better deal may drive impulsive decisions

necessary knowledge and support to make informed decision

The fear of data loss due to computer failures or security breaches can be significant



Does

What behavior have we observed? What can we imagine them doing?

See an example

Feels

What are their fears, frustrations, and anxieties? What other feelings might influence their behavior?

