Rangkuman Google Garage : Digital Matkerting

1. A
2. B
3. C
4. D
5. **Plan your online business strategy**
6. The benefit of an online strategy

Understanding what you want to achieve can help you make the right decisions at the right time.

1. Taking a bussines online

When it comes to online purchasing, you’re likely to engage in four distinct stages throughout your online shopping journey. Theses principles are described in the “See, Think, Do, Care” framework, and offer a useful way to identify where a business should invest effort in connecting with customers.

1. Understanding Customer Behavior

Touchpoints are used a lot in offline business, particularly in retail. They can be receipts, bags, signage, customer service counters, and many other points along the way. Online, they can be a valuable way for businesses to build brand loyalty and trust. When a customer encounters a touchpoint multiple times, such as online ads, this provides consistent value and creates ongoing positive associations with a brand.

1. How to Stand out from the competition

A Unique Selling Point is a clear statement that describes the benefits you offer, how you might solve your customer’s needs, and what distinguishes you from the competition.

1. Using goals to improve bussines peformence