

Assignment Day 5 | 5th September 2020

For any doubts regarding the assignment, ask questions in the [Digital Marketing](#) Group in the Community.

Submit Assignments by **8th September 2020 2:00 PM.**

Assignment Submit Form : <https://forms.gle/JzR1bSsBvBLi5eK87>

Question 1:

Make a word document and in that you make an AIDA marketing strategy for any product/service/brand of your choice with the below criteria: -

- 1.Mention the platform you will use (FB,IG,Google ads)
- 2.Demographics
- 3.Interests:(shopping,bikes,buying hoodies)
- 4.Content :text,Display ads,Video ads

Repeat these 4 points for all 4 points AIDA

FAQs

Q. When do I submit the Assignments and how?

- A. The assignments for the week should be submitted by Tuesday ,2:00 PM IST.
- B. Create a Github public repo and name it LetsUpgrade - DigitalMarketing
- C. Upload the files/solution in the repo in a day-wise manner.
- D. Copy the URL of the Folder of that day and paste in the Assignment Submission Form (Google Form)
- E. Make sure you are filling correct details in the Assignment Submission Form.

Q. Where do I get class links for next session?

- A. All sessions will be Live on [Youtube](#). It will be also updated in the Community Group in the pinned post.

Q. I have some doubt, whom do I ask?

- A. (a) Post your Queries on the community, someone will help you out.
(b) We have a discussion group which you can access by Joining LetsUpgrade Telegram Channel.

Q. How can we know if my assignment is verified or not? And is it successfully submitted or not?

- A. You will receive a mail for your successful submission.