Essentials of Digital Marketing (4341601) - Winter 2023 Solution

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Question 1(a) [3 marks]

Describe the need of SEO in digital marketing.

> **Solution**
>
> SEO is essential in digital marketing for online visibility and business growth.
>
> **Table 1.** Need for SEO
>
> | Need | Description |
> |------|-------------|
> | **Visibility** | Helps websites appear in top search results |
> | **Traffic** | Drives organic visitors without paid ads |
> | **Credibility** | Higher rankings build trust with users |
> | **Cost-effective** | Long-term results without continuous ad spending |
>
> - **Increased visibility**: SEO helps websites rank higher on search engines
> - **Organic traffic**: Brings quality visitors without advertising costs
> - **Brand credibility**: Top rankings establish business authority
>
> > **Mnemonic**
> >
> > VTC - Visibility, Traffic, Credibility

Question 1(b) [4 marks]

Differentiate between traditional marketing and digital marketing.

> **Solution**
>
> Digital marketing offers targeted reach and measurable results compared to traditional methods.
>
> **Table 2.** Traditional vs Digital Marketing
>
> | Aspect | Traditional Marketing | Digital Marketing |
> |--------|----------------------|-------------------|
> | **Reach** | Local/Regional | Global |
> | **Cost** | High | Lower |
> | **Targeting** | Broad audience | Specific demographics |
> | **Measurement** | Difficult to track | Real-time analytics |
> | **Interaction** | One-way communication | Two-way engagement |
>
> - **Cost efficiency**: Digital marketing requires lower investment
> - **Real-time tracking**: Immediate performance measurement available

- **Global reach**: Access to worldwide audience instantly

> **Mnemonic**
>
> GRIM - Global, Real-time, Interactive, Measurable

Question 1(c) [7 marks]

Explain the components of the P.O.E.M. framework and their importance in digital marketing.

> **Solution**
>
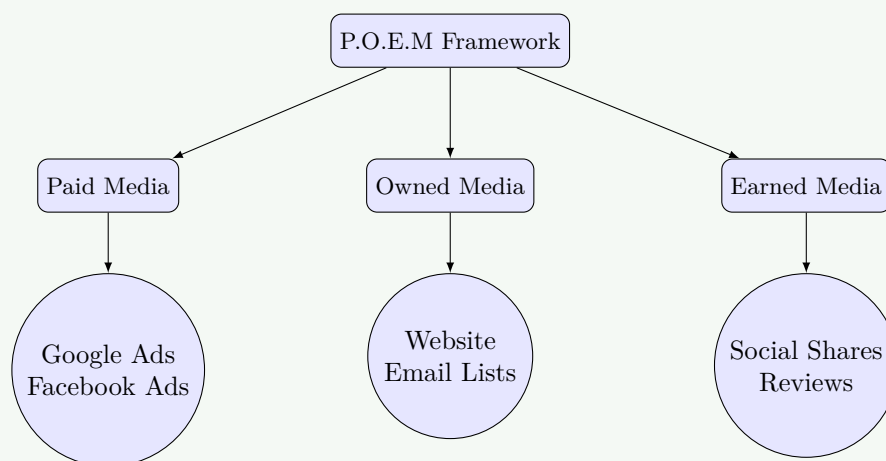> P.O.E.M. framework categorizes media types for comprehensive digital marketing strategy.

Figure 1. P.O.E.M. Framework Components

Table 3. P.O.E.M. Components

Component	Definition	Examples	Importance
Paid Media	Promotional content through payment	Google Ads, Facebook Ads	Immediate visibility and traffic
Owned Media	Content controlled by brand	Website, Email lists	Build long-term relationships
Earned Media	Organic mentions by users	Reviews, Social shares	Authentic credibility

- **Paid Media**: Provides immediate reach and measurable ROI
- **Owned Media**: Creates direct customer relationships and brand control
- **Earned Media**: Builds authentic trust through user-generated content

> **Mnemonic**
>
> POE - Pay for reach, Own relationships, Earn trust

Question 1(c OR) [7 marks]

Explain the key components of digital marketing plan.

Solution

A digital marketing plan provides structured approach for online business success.

Figure 2. Key Components of Digital Marketing Plan

Table 4. Digital Marketing Plan Components

Component	Description	Purpose
Market Research	Industry and competitor analysis	Understanding market landscape
Target Audience	Demographics and psychographics	Focused messaging
Goals & KPIs	Specific measurable objectives	Performance tracking
Strategy & Tactics	Channels and content approach	Implementation roadmap
Budget Allocation	Resource distribution	Cost management
Timeline	Campaign scheduling	Project management
Measurement	Analytics and reporting	Continuous improvement

- **Clear objectives**: SMART goals ensure focused efforts
- **Audience targeting**: Precise demographics improve conversion rates
- **Performance tracking**: Regular measurement enables optimization

Mnemonic

RATSBUM - Research, Audience, Tactics, Strategy, Budget, Measurement

Question 2(a) [3 marks]

Differentiate between black hat and white hat SEO techniques.

Solution

White hat SEO follows guidelines while black hat uses prohibited methods for quick results.

Table 5. White Hat vs Black Hat SEO

Aspect	White Hat SEO	Black Hat SEO
Methods	Ethical practices	Manipulative techniques
Results	Sustainable rankings	Temporary gains
Risk	Safe from penalties	High penalty risk
Examples	Quality content, natural links	Keyword stuffing, hidden text

- **White Hat**: Focuses on user experience and quality content

- **Black Hat**: Attempts to deceive search engine algorithms
- **Long-term impact**: White hat builds lasting success

> **Mnemonic**
>
> WS-BT - White Sustainable, Black Temporary

Question 2(b) [4 marks]

Discuss the factors that affect SEO rankings.

> **Solution**
>
> Multiple factors influence how search engines rank websites in results.
>
> **Table 6.** SEO Ranking Factors
>
> | Factor Category | Specific Factors |
> |---|---|
> | **Content Quality** | Relevance, originality, keyword optimization |
> | **Technical SEO** | Page speed, mobile-friendliness, SSL |
> | **User Experience** | Bounce rate, time on site, navigation |
> | **Authority** | Backlinks, domain age, social signals |
>
> - **Content relevance**: High-quality, original content ranks better
> - **Technical optimization**: Fast loading and mobile-friendly sites preferred
> - **User engagement**: Low bounce rates indicate valuable content
> - **External authority**: Quality backlinks boost credibility
>
> > **Mnemonic**
> >
> > CTUA - Content, Technical, User experience, Authority

Question 2(c) [7 marks]

How social media can improve SEO rankings? Explain with a suitable example.

> **Solution**
>
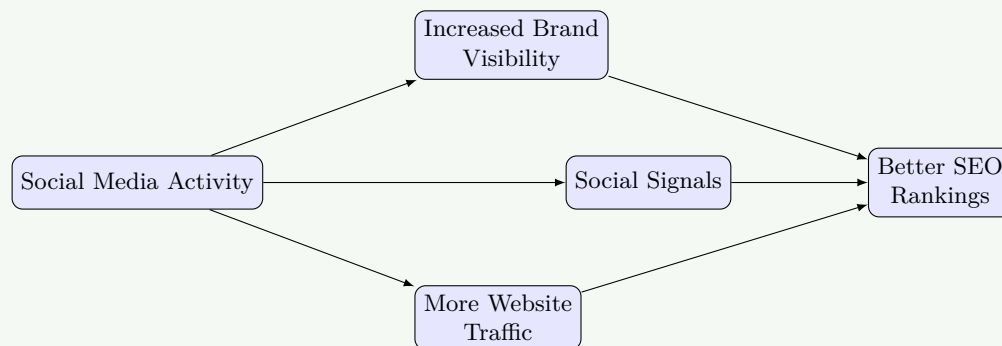> Social media indirectly boosts SEO through increased visibility and engagement signals.
>
>
>
> **Figure 3.** Social Media Impact on SEO

Table 7. Social Media SEO Impact

Social Media Impact	SEO Benefit	Example
Content Sharing	Increased backlinks	Blog post shared on LinkedIn gets linked by industry sites
Brand Mentions	Authority building	Twitter mentions increase brand searches
Traffic Generation	User engagement signals	Facebook posts drive traffic, reducing bounce rate
Local Presence	Local SEO boost	Google My Business posts improve local rankings

Example: A restaurant shares food photos on Instagram with location tags. This increases:

- Local brand searches
- Website visits from social media
- User-generated content and reviews
- Overall online presence
- **Social signals**: Search engines consider social engagement as quality indicator
- **Traffic boost**: Social media drives qualified visitors to website
- **Content amplification**: Social sharing increases content reach and potential backlinks

> **Mnemonic**
>
> STAB - Signals, Traffic, Amplification, Branding

Question 2(a OR) [3 marks]

Differentiate between on-page SEO and off-page SEO.

> **Solution**
>
> On-page SEO optimizes website elements while off-page builds external authority.
>
> **Table 8.** On-Page vs Off-Page SEO
>
> | Aspect | On-Page SEO | Off-Page SEO |
> |---|---|---|
> | **Location** | Within website | External websites |
> | **Control** | Full control | Limited control |
> | **Focus** | Content and technical | Authority and trust |
> | **Examples** | Title tags, meta descriptions | Backlinks, social shares |
>
> - **On-page**: Optimizes content, HTML tags, and site structure
> - **Off-page**: Builds authority through external signals and links
> - **Combination**: Both needed for comprehensive SEO success
>
> > **Mnemonic**
> >
> > In-Out - Internal optimization, Outside authority

Question 2(b OR) [4 marks]

Discuss different ways to improve SEO ranking.

Solution

Multiple strategies can enhance website visibility in search results.

Table 9. SEO Improvement Strategies

Strategy	Implementation
Content Optimization	Keyword research, quality writing, regular updates
Technical SEO	Page speed, mobile optimization, SSL certificate
Link Building	Guest posting, directory submissions, partnerships
User Experience	Clear navigation, fast loading, engaging design

- **Quality content**: Create valuable, original content with target keywords
- **Technical excellence**: Ensure fast, mobile-friendly, secure website
- **Authority building**: Acquire high-quality backlinks from relevant sites
- **User satisfaction**: Focus on easy navigation and engaging experience

Mnemonic

CTLU - Content, Technical, Links, User experience

Question 2(c OR) [7 marks]

How will you do off page optimization for newly launched website?

Solution

Off-page optimization for new websites requires strategic approach to build authority.

Figure 4. Off-Page Strategy for New Website

Table 10. Off-Page Action Plan

Strategy	Action Steps	Timeline
Directory Submissions	Submit to relevant business directories	Week 1-2
Social Media Setup	Create profiles on major platforms	Week 1
Content Creation	Develop shareable blog content	Ongoing
Local SEO	Google My Business, local citations	Week 2-3
Guest Posting	Write for industry blogs with backlinks	Month 2-3
Influencer Outreach	Connect with industry influencers	Month 2-4

Implementation Steps:

1. **Research competitors**: Analyze their backlink profiles
2. **Create valuable content**: Develop resources worth linking to
3. **Build relationships**: Engage with industry professionals
4. **Monitor progress**: Track backlinks and ranking improvements
- **Patience required**: Off-page SEO takes 3-6 months to show results
- **Quality focus**: Few high-quality links better than many low-quality ones
- **Consistency**: Regular outreach and content creation essential

Mnemonic

DSCLIG - Directories, Social, Content, Local, Influencers, Guest posting

Question 3(a) [3 marks]

Define the following key metrics: Unique visitors, Bounce rate, Pageviews.

Solution

These metrics measure website performance and user engagement effectively.

Table 11. Key Web Metrics

Metric	Definition	Importance
Unique Visitors	Individual users visiting site in time period	Measures audience reach
Bounce Rate	Percentage leaving after viewing one page	Indicates content relevance
Pageviews	Total pages viewed during visits	Shows content consumption

- **Unique Visitors**: Counts each person once regardless of multiple visits
- **Bounce Rate**: High rates suggest poor content or user experience
- **Pageviews**: Higher numbers indicate engaging, discoverable content

Mnemonic

UBP - Users, Bounces, Pages

Question 3(b) [4 marks]

Explain A/B testing in web analytics.

Solution

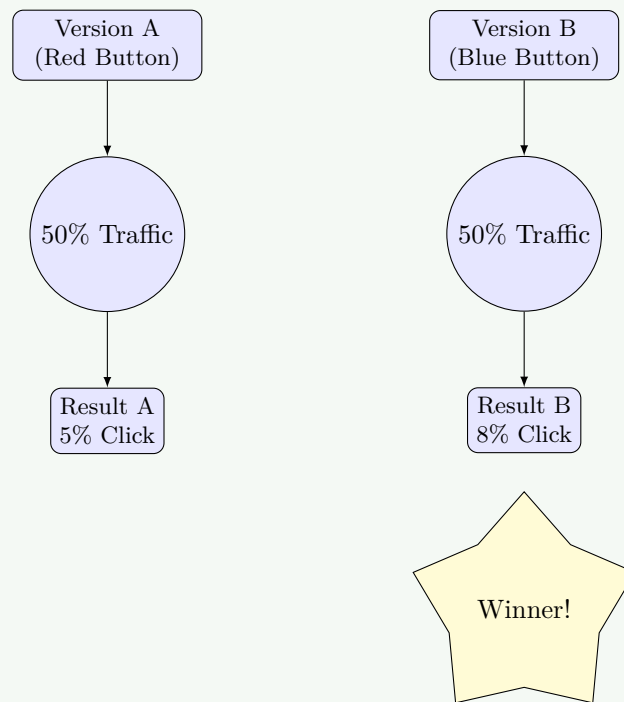A/B testing compares two versions to determine which performs better.

Figure 5. A/B Testing Process

Table 12. A/B Testing Components

Component	Description
Hypothesis	Prediction about what will improve performance
Variables	Elements being tested (headlines, buttons, colors)
Traffic Split	Random division of visitors between versions
Measurement	Comparing conversion rates or other metrics

- **Statistical significance**: Ensure enough data for reliable results
- **Single variable**: Test one element at a time for clear insights
- **Continuous improvement**: Regular testing optimizes performance

Mnemonic

HTVM - Hypothesis, Test, Variables, Measure

Question 3(c) [7 marks]

How businesses can set up goals in Google Analytics? Explain with a suitable example.

Solution

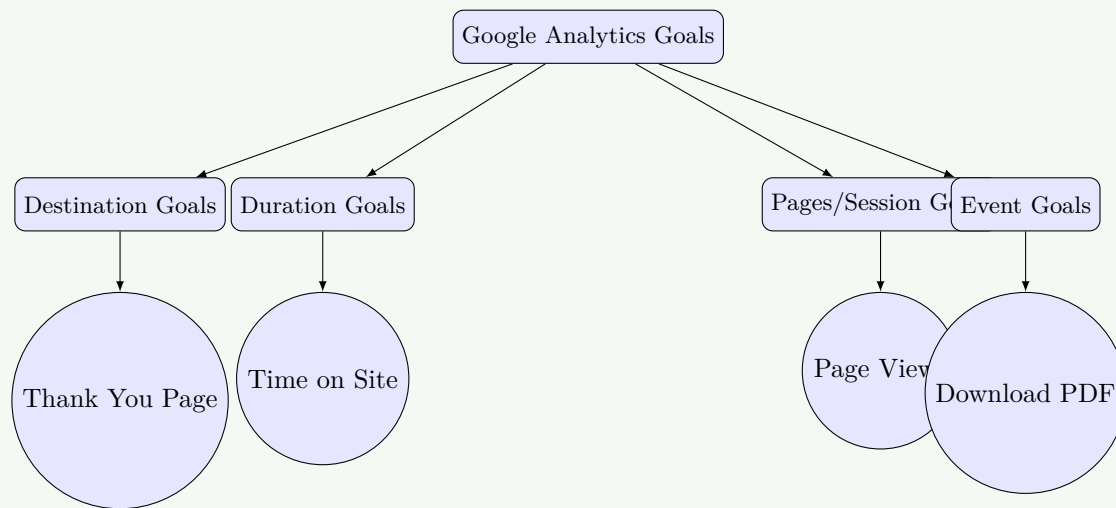Google Analytics goals track important business actions and measure success.

Figure 6. Goal Types in Google Analytics

Table 13. Goal Types

Goal Type	Description	Business Example
Destination	Reaching specific page	Contact form submission
Duration	Time spent on site	Engagement measurement
Pages/Session	Number of pages viewed	Content consumption
Event	Specific interactions	File downloads, video plays

Setup Process:

1. **Access Admin**: Go to Goals section in Admin panel
2. **Choose Template**: Select relevant goal template or custom
3. **Configure Details**: Set destination URL or event parameters
4. **Verify Goal**: Test goal setup with Goal Flow reports

Example - E-commerce Store:

- **Goal**: Track purchase completions
- **Type**: Destination goal
- **Setup**: Track visits to "/order-confirmation" page
- **Value**: Assign monetary value to conversions
- **Funnel**: Set up checkout process steps
- **Conversion tracking**: Measures business objective achievement
- **ROI calculation**: Assigns value to website interactions
- **Optimization insights**: Identifies improvement opportunities

> **Mnemonic**
>
> DDPE - Destination, Duration, Pages, Events

Question 3(a OR) [3 marks]

Define the following key metrics: New Visits, Pages/visit, Average Visit Duration.

> **Solution**
>
> These metrics analyze visitor behavior and website engagement patterns.
>
> **Table 14.** Engagement Metrics

Metric	Definition	Significance
New Visits	First-time visitors percentage	Measures audience growth
Pages/Visit	Average pages viewed per session	Content engagement level
Average Visit Duration	Time spent per visit	User interest indicator

- **New Visits**: High percentage shows effective marketing reach
- **Pages/Visit**: Higher numbers indicate compelling content
- **Visit Duration**: Longer time suggests valuable information

> **Mnemonic**
>
> NPA - New visitors, Pages viewed, Average duration

Question 3(b OR) [4 marks]

What are the different methods of data collection in website analytics?

> **Solution**
>
> Various methods capture user behavior data for analysis and optimization.
>
> **Table 15.** Data Collection Methods
>
> | Method | Description | Data Collected |
> |--------|-------------|----------------|
> | **Page Tagging** | JavaScript code on pages | User interactions, page views |
> | **Web Log Analysis** | Server log files examination | Technical data, errors |
> | **Packet Sniffing** | Network traffic monitoring | Real-time user behavior |
> | **Hybrid Approach** | Combination of methods | Comprehensive data set |
>
> - **Page Tagging**: Most common method using Google Analytics code
> - **Server Logs**: Technical data about requests and responses
> - **Real-time Tracking**: Immediate user behavior insights
> - **Data Accuracy**: Multiple methods provide complete picture
>
> **Mnemonic**
>
> PWPH - Page tagging, Web logs, Packet sniffing, Hybrid

Question 3(c OR) [7 marks]

Explain different marketing attribution models with example.

> **Solution**
>
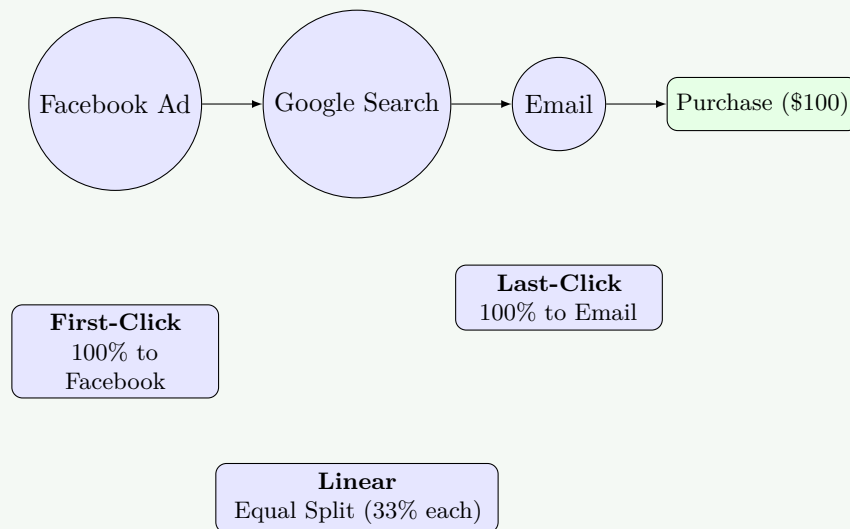> Attribution models assign credit to marketing channels in customer journey.

Figure 7. Attribution Models Example

Table 16. Attribution Models Comparison

Model	Credit Distribution	Best For	Example
First-Click	100% to first interaction	Brand awareness campaigns	Social media ad gets full credit
Last-Click	100% to final interaction	Direct response campaigns	Email campaign gets full credit
Linear	Equal credit to all touchpoints	Multi-channel campaigns	Each channel gets 25% credit
Time-Decay	More credit to recent interactions	Sales-focused campaigns	Recent touchpoints get higher credit
Position-Based	More credit to first and last	Awareness + conversion focus	40% first, 40% last, 20% middle

Example Scenario: Customer journey: Facebook Ad → Google Search → Email → Purchase ($100)

- **First-Click**: Facebook Ad = $100 credit
- **Last-Click**: Email = $100 credit
- **Linear**: Facebook $33, Google $33, Email $33 credit
- **Time-Decay**: Email $60, Google $30, Facebook $10 credit
- **Business alignment**: Choose model matching marketing objectives
- **Data insights**: Different models reveal various channel contributions
- **Optimization**: Helps allocate budget to effective channels

Mnemonic

FLLTP - First, Last, Linear, Time-decay, Position-based

Question 4(a) [3 marks]

Explain different types of YouTube ads.

Solution

YouTube offers various ad formats to reach audiences effectively.

Table 17. YouTube Ad Types

Ad Type	Format	Duration	Placement
Skippable	Video ads with skip option	Any length	Before/during videos
Non-Skippable	Mandatory viewing	15-20 seconds	Before/during videos
Bumper Ads	Short, non-skippable	6 seconds	Before videos
Discovery Ads	Thumbnail with text	Variable	Search results, sidebar

- **Skippable ads**: Cost-effective for engagement-focused campaigns
- **Non-skippable**: Guaranteed exposure for brand awareness
- **Bumper ads**: Quick brand messages with high reach

Mnemonic

SNBD - Skippable, Non-skippable, Bumper, Discovery

Question 4(b) [4 marks]

How hashtags can be used in Twitter marketing?

Solution

Hashtags increase content discoverability and engagement on Twitter platform.

Table 18. Twitter Hashtag Strategy

Use Case	Strategy	Example
Trending Topics	Join relevant conversations	#BlackFriday for sales
Brand Hashtags	Create unique brand identifiers	#JustDoIt for Nike
Event Marketing	Promote events and gatherings	#TechConf2023
Categorization	Organize content themes	#MondayMotivation

- **Research trends**: Use trending hashtags for wider reach
- **Create branded**: Develop unique hashtags for campaigns
- **Monitor performance**: Track hashtag engagement and reach
- **Limit quantity**: Use 1-2 hashtags per tweet for best results

Mnemonic

TBEC - Trending, Branded, Events, Categorization

Question 4(c) [7 marks]

Explain social media marketing and its significance in the current digital landscape.

Solution

Social media marketing leverages platforms to build relationships and drive business results.
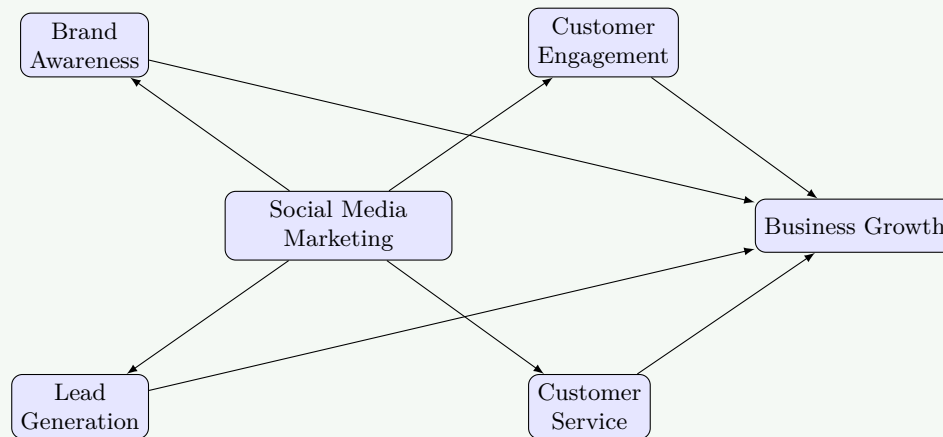
Figure 8. Social Media Marketing Impact

Table 19. Social Media Platforms

Platform	Primary Use	Audience	Content Type
Facebook	Community building	Broad demographics	Posts, videos, events
Instagram	Visual storytelling	Younger audience	Photos, stories, reels
LinkedIn	Professional networking	Business professionals	Articles, company updates
Twitter	Real-time engagement	News, trends followers	Short messages, threads
YouTube	Video marketing	Video consumers	Educational, entertainment

Significance in Digital Landscape:
- **Direct communication**: Real-time interaction with customers
- **Cost-effective reach**: Lower costs compared to traditional advertising
- **Targeted advertising**: Precise demographic and interest targeting
- **Viral potential**: Content can reach massive audiences organically
- **Customer insights**: Valuable data about preferences and behavior

Current Trends:
- **Video content dominance**: Short-form videos drive engagement
- **Social commerce**: Direct purchasing through platforms
- **Influencer partnerships**: Authentic endorsements from creators

Mnemonic

CLEAR - Communication, Low-cost, Engagement, Analytics, Reach

Question 4(a OR) [3 marks]

Explain different types of LinkedIn ads.

Solution

LinkedIn provides professional-focused advertising options for B2B marketing.

Table 20. LinkedIn Ad Types

Ad Type	Format	Best For
Sponsored Content	Native posts in feed	Brand awareness, engagement
Message Ads	Direct messages to users	Lead generation, outreach
Dynamic Ads	Personalized banner ads	Website traffic, follower growth
Text Ads	Simple text with image	Cost-effective awareness

- **Professional targeting**: Reach users by job title, company, industry
- **B2B focus**: Ideal for business-to-business marketing campaigns
- **High-quality audience**: Professional mindset drives better engagement

> **Mnemonic**
>
> SMDT - Sponsored, Message, Dynamic, Text

Question 4(b OR) [4 marks]

Explain the concept of influencer marketing on Instagram.

> **Solution**
>
> Influencer marketing leverages popular users to promote products authentically.

Table 21. Influencer Tiers

Types	Followers	Best For	Cost
Nano	1K-10K	Local, niche products	Low
Micro	10K-100K	Targeted, high engagement	Medium
Macro	100K-1M	Brand awareness, reach	High
Mega	1M+	Mass market, celebrities	Very High

- **Authentic content**: Influencers create genuine product recommendations
- **High engagement**: Followers trust influencer opinions and suggestions
- **Targeted reach**: Choose influencers matching target audience demographics
- **Measurable results**: Track engagement, clicks, and conversions easily

> **Mnemonic**
>
> NMAM - Nano, Micro, Macro, Mega influencers

Question 4(c OR) [7 marks]

Describe the targeting options available in Facebook advertising.

> **Solution**
>
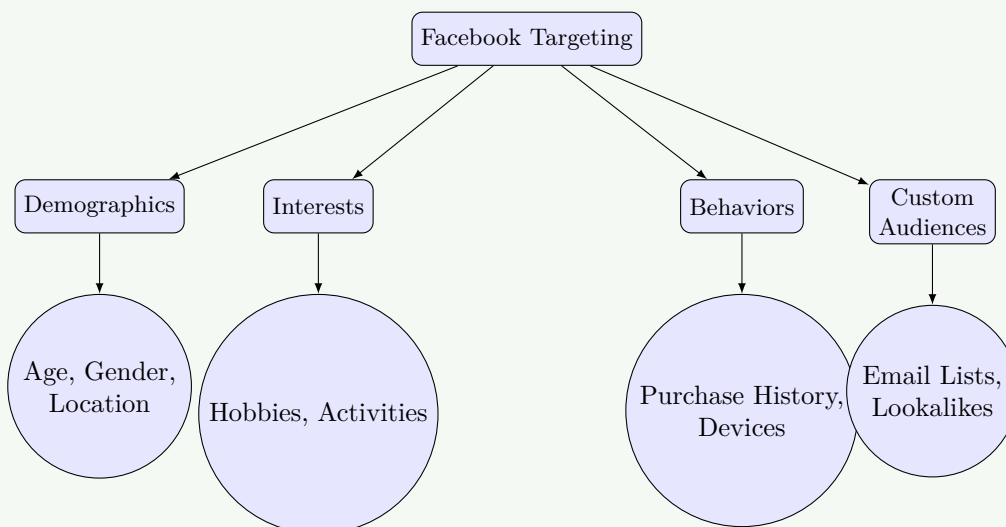> Facebook provides comprehensive targeting capabilities for precise audience reach.

Figure 9. Facebook Targeting Options

Table 22. Targeting Categories

Category	Options	Use Case
Demographics	Age, gender, location, education	Basic audience definition
Interests	Pages liked, activities, hobbies	Lifestyle-based targeting
Behaviors	Purchase history, device usage	Action-based targeting
Custom	Uploaded lists, website visitors	Retargeting campaigns
Lookalike	Similar to existing customers	Audience expansion

Campaign Strategy:
1. **Start Broad**: Begin with basic demographics and interests
2. **Analyze Performance**: Use analytics to identify best-performing segments
3. **Refine Targeting**: Narrow focus based on successful audiences
4. **Create Lookalikes**: Expand reach with similar audience characteristics
5. **Retarget Visitors**: Re-engage website visitors with custom audiences
- **Precision marketing**: Reach exactly the right people for products
- **Cost efficiency**: Targeted ads reduce wasted advertising spend
- **Performance optimization**: Continuous refinement improves results

Mnemonic

DIBCCL - Demographics, Interests, Behaviors, Custom, Connections, Lookalike

Question 5(a) [3 marks]

List the metrics used to measure the success of YouTube marketing campaigns.

Solution

YouTube provides comprehensive metrics to evaluate campaign performance effectively.

Table 23. YouTube Measurement Metrics

Metric Category	Specific Metrics
Reach Metrics	Views, impressions, unique viewers
Engagement Metrics	Likes, comments, shares, subscribers
Performance Metrics	Click-through rate, conversion rate
Retention Metrics	Watch time, average view duration

- **Views and impressions**: Measure content reach and visibility
- **Engagement signals**: Indicate audience interest and content quality
- **Conversion tracking**: Links video performance to business goals

> **Mnemonic**
>
> REPR - Reach, Engagement, Performance, Retention

Question 5(b) [4 marks]

Differentiate between PPC and SEO.

> **Solution**
>
> PPC and SEO are complementary strategies with different approaches and timelines.
>
> **Table 24.** PPC vs SEO
>
> | Aspect | PPC | SEO |
> |---|---|---|
> | **Cost** | Immediate payment per click | Long-term content investment |
> | **Results** | Instant visibility | Gradual ranking improvement |
> | **Control** | Full positioning control | Limited ranking control |
> | **Sustainability** | Stops when budget ends | Continues after work stops |
> | **Targeting** | Precise audience targeting | Broad keyword targeting |
>
> - **PPC advantages**: Immediate results, precise targeting, measurable ROI
> - **SEO advantages**: Long-term sustainability, credibility, cost-effectiveness
> - **Combined approach**: Both strategies work better together
>
> > **Mnemonic**
> >
> > IRCST - Immediate vs Reactive, Control vs Sustainable, Targeted

Question 5(c) [7 marks]

Explain the different types of Google Ads Campaigns.

> **Solution**
>
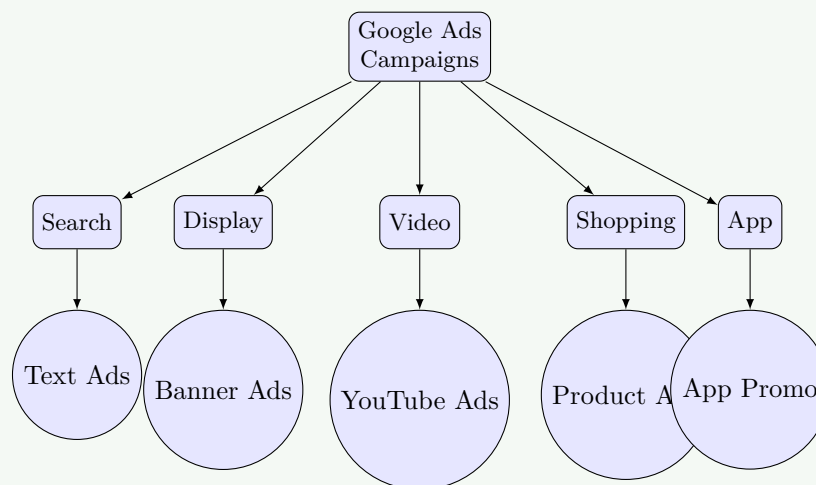> Google Ads offers various campaign types for different marketing objectives.

Figure 10. Google Ads Campaign Types

Table 25. Google Ads Campaigns

Type	Format	Best For	Objective
Search	Text ads on search results	High-intent keywords	Traffic, sales
Display	Visual ads on partner sites	Awareness, remarketing	Broad reach
Video	Video ads on YouTube	Engagement, branding	Promotion
Shopping	Product listings with images	E-commerce sales	Direct showcase
App	Automated app promotion	Mobile app downloads	App installs
Perf Max	Multi-channel automation	Maximum performance	AI optimization

Budget Allocation Recommendations:
- **Search**: 40-50% of budget for high-converting keywords
- **Display**: 20-30% for awareness and remarketing
- **Video**: 15-25% for engagement and brand building
- **Shopping**: 30-40% for e-commerce businesses
- **Multi-campaign approach**: Combine types for comprehensive reach
- **Audience journey**: Different campaigns target various buying stages
- **Performance optimization**: Regular monitoring improves results

Mnemonic

SDVSAP - Search, Display, Video, Shopping, App, Performance Max

Question 5(a OR) [3 marks]

List the metrics available on Instagram for tracking the success of marketing strategies.

Solution

Instagram Insights provides comprehensive metrics for campaign performance analysis.

Table 26. Instagram Metrics

Metric Category	Specific Metrics
Reach Metrics	Impressions, reach, profile visits
Engagement Metrics	Likes, comments, shares, saves
Story Metrics	Story views, taps forward/back, exits
Audience Metrics	Demographics, active times, locations

- **Content performance**: Track which posts drive highest engagement
- **Audience insights**: Understand follower demographics and behavior
- **Growth tracking**: Monitor follower count and engagement rate changes

> **Mnemonic**
>
> RESA - Reach, Engagement, Stories, Audience

Question 5(b OR) [4 marks]

Describe the benefits of email marketing in digital marketing.

> **Solution**
>
> Email marketing remains highly effective for customer communication and conversion.
>
> **Table 27.** Email Marketing Benefits
>
> | Benefit | Description | Impact |
> |---|---|---|
> | **High ROI** | $42 return for every $1 spent | Cost-effective |
> | **Direct** | Personal inbox access | Intimate connection |
> | **Segmentation** | Targeted messaging by groups | Improved relevance |
> | **Automation** | Scheduled and triggered emails | Efficient nurturing |
> | **Measurable** | Detailed analytics available | Data-driven optimization |
>
> - **Permission-based**: Subscribers actively chose to receive communications
> - **Personalization**: Customized content based on user preferences and behavior
> - **Scalability**: Reach thousands of customers with single campaign
>
> > **Mnemonic**
> >
> > HDSAM - High ROI, Direct, Segmented, Automated, Measurable

Question 5(c OR) [7 marks]

Explain various bidding strategies available in Google Ads.

> **Solution**
>
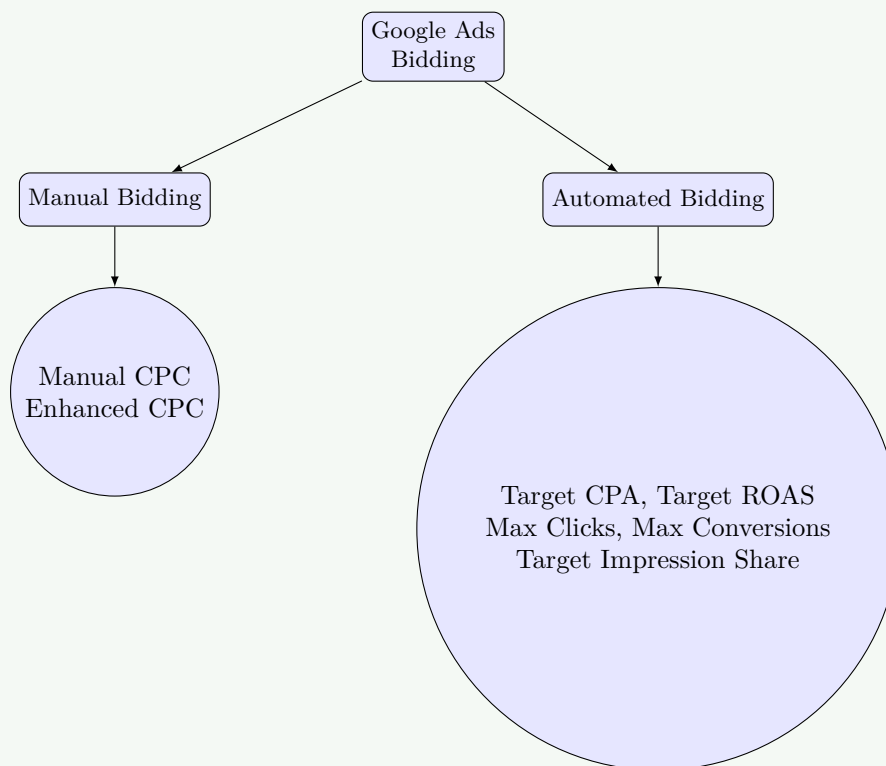> Google Ads offers multiple bidding strategies to optimize campaign performance based on objectives.

Figure 11. Bidding Strategies

Table 28. Bidding Strategy Guide

Strategy	Type	Goal
Manual CPC	Manual	Full bid control
Enhanced CPC	Semi-auto	Optimize likely conversions
Target CPA	Automated	Specific cost per acquisition
Target ROAS	Automated	Return on ad spend
Max Clicks	Automated	Traffic generation
Max Conversions	Automated	Volume within budget

Strategy Selection Guide:
- **New Campaigns**: Maximize Clicks or Manual CPC to build data
- **Established**: Target CPA or ROAS for efficiency
- **Budget**: Ensure budget allows for automated strategy fluctuations
- **Algorithm Learning**: Automated bidding improves with more data
- **Performance Goals**: Choose strategy matching business objectives
- **Budget Management**: Consider spending patterns with different strategies

Mnemonic

METER-MT - Manual, Enhanced, Target CPA, Target ROAS, Maximize