Essentials of Digital Marketing (4341601) - Summer 2025 Solution

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Question Question 1(a) [3 marks]

Explain SEO ranking?

> **Solution**
>
> SEO ranking refers to the position of a website or webpage in search engine results pages (SERPs) for specific keywords or queries.
> **Key Components:**
>
> **Table 1.** SEO Ranking Components
>
> | Factor | Description |
> |---|---|
> | **Page Position** | Numerical position (1-10) on first page |
> | **Search Visibility** | How often site appears in search results |
> | **Keyword Relevance** | Match between content and search terms |
>
> - **Higher ranking**: Better visibility and more organic traffic
> - **Algorithm-based**: Google uses 200+ ranking factors
> - **Dynamic nature**: Rankings change based on algorithm updates
>
> > **Mnemonic**
> >
> > SERP Success Starts with Smart SEO

Question Question 1(b) [4 marks]

Describe the P.O.E.M. Framework in digital marketing

> **Solution**
>
> P.O.E.M. Framework is a strategic approach to categorize digital marketing channels and content distribution.
> **Framework Components:**
>
> **Table 2.** P.O.E.M. Framework Components
>
> | Channel Type | Definition | Examples |
> |---|---|---|
> | **Paid** | Purchased advertising space | Google Ads, Facebook Ads |
> | **Owned** | Brand-controlled platforms | Website, Email lists |
> | **Earned** | Third-party endorsements | Reviews, Social shares |
> | **Managed** | Controlled social presence | Facebook Pages, Twitter |

- **Integrated approach**: Combines all channels for maximum reach
- **Cost optimization**: Balances paid and organic efforts
- **Brand control**: Maintains consistent messaging across channels

> **Mnemonic**
>
> People Often Earn Money

Question Question 1(c) [7 marks]

Discuss the importance of ethics and data privacy in digital marketing. How do ethical practices and a commitment to data privacy contribute to "Dignified Digital Marketing"

> **Solution**
>
> Ethics and data privacy form the foundation of responsible digital marketing practices in today's data-driven landscape.
>
> **Ethical Importance:**
>
> **Table 3.** Ethical Importance in Digital Marketing
>
> | Aspect | Significance |
> |---|---|
> | **Consumer Trust** | Builds long-term relationships |
> | **Legal Compliance** | Avoids GDPR/CCPA penalties |
> | **Brand Reputation** | Maintains positive image |
> | **Market Sustainability** | Ensures industry credibility |
>
> **Data Privacy Practices:**
> - **Transparent collection**: Clear consent mechanisms
> - **Minimal data gathering**: Only necessary information
> - **Secure storage**: Encrypted databases and access controls
> - **User rights**: Easy opt-out and data deletion options
>
> **Dignified Digital Marketing Benefits:**
> - **Enhanced credibility**: Consumers trust ethical brands
> - **Competitive advantage**: Differentiation through responsible practices
> - **Regulatory compliance**: Proactive approach to privacy laws
> - **Sustainable growth**: Long-term customer relationships
>
> > **Mnemonic**
> >
> > Trust Through Transparency Triumphs

Question Question 1(c) OR [7 marks]

Differentiate between traditional marketing and digital marketing in terms of their reach, targeting, cost-effectiveness, and measurement of success.

> **Solution**
>
> **Comparison Analysis:**
>
> **Table 4.** Traditional vs Digital Marketing

Factor	Traditional Marketing	Digital Marketing
Reach	Local/Regional limitations	Global audience instantly
Targeting	Broad demographic groups	Precise behavioral targeting
Cost	High upfront investments	Flexible budget options
Measurement	Difficult to track ROI	Real-time analytics available

Detailed Differences:
Reach Capabilities:
- **Traditional**: Geographic constraints, limited audience
- **Digital**: Worldwide accessibility, 24/7 availability

Targeting Precision:
- **Traditional**: Mass market approach, limited segmentation
- **Digital**: Individual-level targeting, behavioral data usage

Cost Structure:
- **Traditional**: Fixed costs, minimum spend requirements
- **Digital**: Pay-per-click, scalable budgets, micro-investments

Success Measurement:
- **Traditional**: Surveys, estimated reach calculations
- **Digital**: Click-through rates, conversion tracking, attribution models

> **Mnemonic**
>
> Reach, Target, Cost, Measure - Digital's Better

Question Question 2(a) [3 marks]

Compare White Hat SEO and Black Hat SEO

> **Solution**
>
> **SEO Practices Comparison:**
>
> **Table 5.** White Hat vs Black Hat SEO
>
> | Aspect | White Hat SEO | Black Hat SEO |
> |--------|---------------|---------------|
> | **Methods** | Ethical, guideline-compliant | Manipulative, rule-breaking |
> | **Timeline** | Long-term sustainable results | Quick but temporary gains |
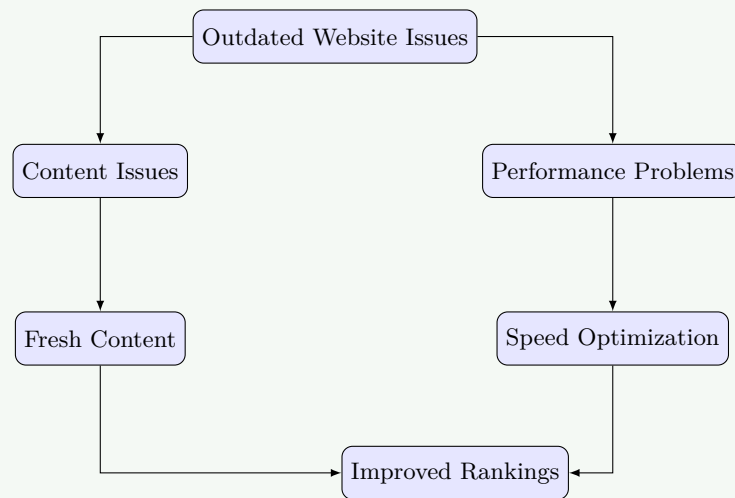> | **Risk** | Search engine approved | Penalty and ban risks |
>
> - **White Hat**: Quality content, natural link building, user-focused optimization
> - **Black Hat**: Keyword stuffing, hidden text, link farming
> - **Consequences**: White Hat builds authority, Black Hat risks penalties
>
> **Mnemonic**
>
> White is Right, Black Attacks

Question Question 2(b) [4 marks]

Assume a website with outdated content and slow loading times, apply SEO tactics to improve its search engine rankings.

Solution

SEO Improvement Strategy:

Figure 1. SEO Tactics for Outdated Website

Tactical Solutions:

Table 6. Tactical Solutions for Website Improvement

Issue	SEO Tactic	Implementation
Outdated Content	Content refresh	Update with current information
Slow Loading	Performance optimization	Compress images, minimize code
Poor Structure	Technical SEO	Improve site architecture

- **Content strategy**: Regular updates, trending topics, user-relevant information
- **Technical fixes**: CDN implementation, caching, mobile optimization
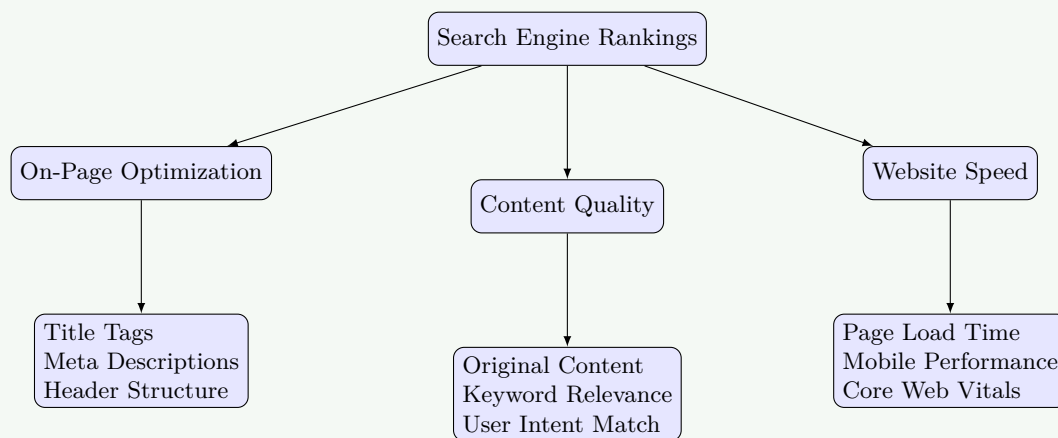- **Monitoring**: Track page speed, user engagement metrics

Mnemonic

Content Currency Creates Clicks

Question Question 2(c) [7 marks]

Discuss how on-page optimization, content quality, and website speed contribute to better search engine rankings. Provide examples of specific techniques within these areas that can enhance a website's visibility

Solution

SEO Ranking Factors:

Figure 2. Key SEO Ranking Factors

On-Page Optimization Techniques:

Table 7. On-Page Optimization Best Practices

Element	Best Practice	Example
Title Tags	Include primary keyword	"Best Digital Marketing Tools 2025"
Meta Descriptions	Compelling 155-160 characters	"Discover top digital marketing tools..."
Header Tags	Hierarchical structure	H1→H2→H3 logical flow
Internal Linking	Relevant page connections	Link related blog posts

Content Quality Factors:
- **Originality**: Unique, valuable information
- **Depth**: Comprehensive topic coverage
- **Freshness**: Regular updates and current data
- **User engagement**: Time on page, low bounce rate

Website Speed Optimization:
- **Image compression**: WebP format, lazy loading
- **Code minification**: CSS, JavaScript optimization
- **Caching strategies**: Browser and server-side caching
- **CDN implementation**: Global content delivery

Mnemonic

Optimize, Quality, Speed = Success

Question Question 2(a) OR [3 marks]

Discuss the main steps involved in a search engine's process from crawling to ranking.

Solution

Search Engine Process:

Table 8. Search Engine Process Steps

Step	Process	Description
1. Crawling	Discovery	Bots find new/updated pages
2. Indexing	Storage	Content analyzed and stored
3. Ranking	Evaluation	Algorithm determines relevance

- **Crawling**: Spider bots follow links, discover content
- **Indexing**: Content parsed, keywords identified, database storage
- **Ranking**: Algorithm evaluation, SERP position determination

> **Mnemonic**
>
> Crawl, Index, Rank - Search Success

Question Question 2(b) OR [4 marks]

Apply the concepts of on-page optimization to a website that has low search engine visibility. Suggest three specific on-page SEO tactics to improve its rankings

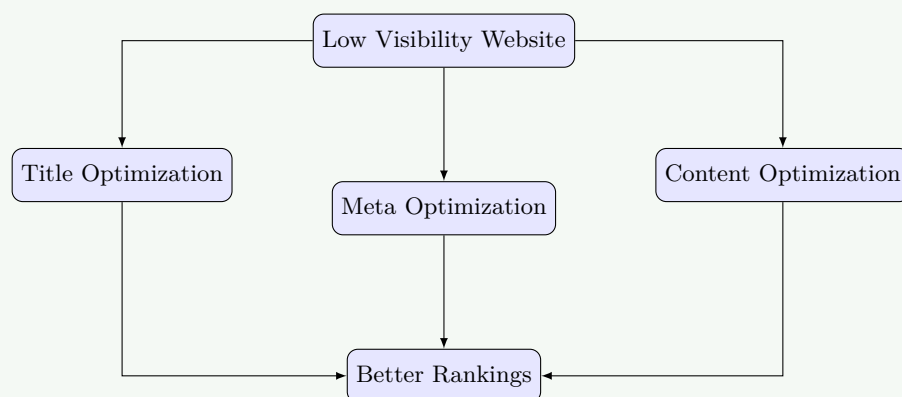> **Solution**
>
> **On-Page SEO Improvement Plan:**
>
>
>
> **Figure 3.** On-Page Optimization Plan
>
> **Three Key Tactics:**
>
> **Table 9.** On-Page SEO Tactics
>
> | Tactic | Implementation | Expected Impact |
> |--------|----------------|-----------------|
> | **Title Tag Optimization** | Include primary keywords, brand name | Improved click-through rates |
> | **Content Structure** | Add H1-H6 headers, bullet points | Better user experience |
> | **Internal Linking** | Link to related pages, anchor text | Enhanced page authority |
>
> - **Keyword placement**: Strategic positioning in titles, headers, first paragraph
> - **Meta descriptions**: Compelling 155-character summaries
> - **Image optimization**: Alt tags, descriptive filenames
>
> > **Mnemonic**
> >
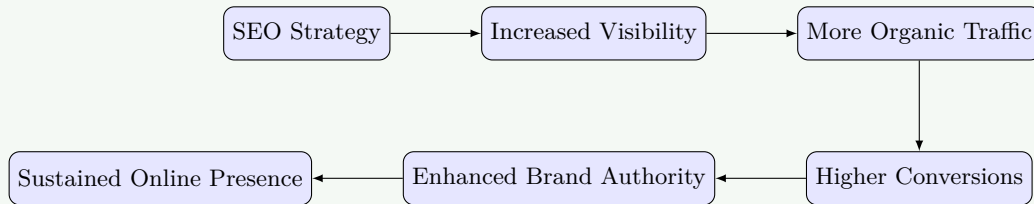> > Title, Structure, Link - Think Success

Question Question 2(c) OR [7 marks]

Discuss the role of SEO in enhancing a website's online presence with example

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Solution

SEO plays a crucial role in establishing and maintaining a strong digital footprint for businesses and organizations.
SEO's Role in Online Presence:

```
SEO Strategy → Increased Visibility → More Organic Traffic
                                              ↓
Sustained Online Presence ← Enhanced Brand Authority ← Higher Conversions
```

Figure 4. SEO Impact Cycle

Key Contributions:

Table 10. SEO Impact on Online Presence

Aspect	SEO Impact	Business Benefit
Search Visibility	Higher SERP rankings	More potential customers find you
Credibility	Authoritative content	Users trust top-ranked results
User Experience	Fast, mobile-friendly sites	Better engagement metrics
Cost-Effective	Organic traffic generation	Lower customer acquisition costs

Example: E-commerce Store: A local electronics store implemented SEO strategy:
- **Before**: Ranking on page 3 for "electronics store"
- **SEO actions**: Optimized product pages, local SEO, quality content
- **After**: Page 1 ranking, 300% traffic increase, 150% sales growth

Long-term Benefits:
- **Sustainable traffic**: Unlike paid ads, organic results persist
- **Brand building**: Consistent visibility builds recognition
- **Market expansion**: Reach customers actively searching for products

Mnemonic

Search Engine Optimization = Sustainable Online Success

Question Question 3(a) [3 marks]

Define Unique Visitors, Pageviews

Solution

Web Analytics Definitions:

Table 11. Unique Visitors vs Pageviews

Metric	Definition	Measurement Period
Unique Visitors	Distinct individuals visiting site	Specific time period
Pageviews	Total pages viewed	Individual page loads

- **Unique Visitors**: Counted once per session, regardless of pages viewed
- **Pageviews**: Each page refresh or new page counts separately
- **Relationship**: One unique visitor can generate multiple pageviews

Mnemonic

Unique Users, Viewed Pages

Question Question 3(b) [4 marks]

How do Content Analytics Tools contribute to understanding a website's performance?

Solution

Content Analytics Tools provide insights into how users interact with website content, enabling data-driven optimization decisions.

Contribution Areas:

Table 12. Content Analytics Insights

Analysis Type	Insights Provided	Optimization Actions
Content Performance	Page popularity, engagement time	Focus on high-performing topics
User Behavior	Reading patterns, scroll depth	Improve content structure
Conversion Tracking	Content-to-conversion paths	Optimize conversion funnels

- **Performance metrics**: Bounce rate, time on page, social shares
- **Content gaps**: Identify missing topics, user search queries
- **A/B testing**: Compare content variations for effectiveness
- **ROI measurement**: Connect content efforts to business goals

Mnemonic

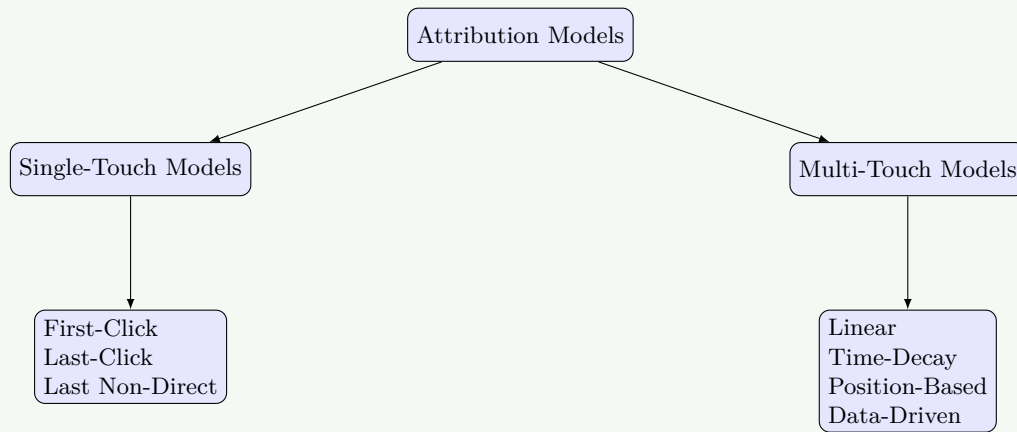Content Analytics Create Actionable Insights

Question Question 3(c) [7 marks]

Discuss the different attribution models used in web analytics with example.

Solution

Attribution models help marketers understand which touchpoints contribute to conversions in the customer journey.

Attribution Model Types:

Figure 5. Attribution Model Classification

Model Comparison:

Table 13. Attribution Model Comparison

Model	Credit Distribution	Best Use Case
First-Click	100% to first touchpoint	Brand awareness campaigns
Last-Click	100% to final touchpoint	Direct response marketing
Linear	Equal credit to all touchpoints	Long sales cycles
Time-Decay	More credit to recent interactions	Short consideration periods

Example Customer Journey: 1. **Facebook Ad** (Awareness) → 2. **Google Search** (Research) → 3. **Email** (Conversion)

Attribution Results:
- **First-Click**: Facebook Ad gets 100% credit
- **Last-Click**: Email gets 100% credit
- **Linear**: Each touchpoint gets 33.3% credit
- **Time-Decay**: Email 50%, Google 30%, Facebook 20%

Choosing the Right Model:
- **Business goals**: Awareness vs. conversion focus
- **Sales cycle length**: Short vs. long consideration periods
- **Marketing mix**: Single vs. multi-channel strategies

> **Mnemonic**
>
> First, Last, Linear, Time - Attribution's Design

Question Question 3(a) OR [3 marks]

Define Average Visit Duration, Bounce Rate, and New Visits.

> **Solution**
>
> **Web Analytics Metrics:**
>
> **Table 14.** Web Analytics Metrics Defined

Metric	Definition	Calculation
Average Visit Duration	Time spent per session	Total time ÷ Sessions
Bounce Rate	Single-page sessions percentage	Bounces ÷ Total sessions × 100
New Visits	First-time visitors percentage	New users ÷ Total users × 100

- **Visit Duration**: Indicates content engagement and user interest
- **Bounce Rate**: Shows content relevance and site usability
- **New Visits**: Measures audience growth and acquisition effectiveness

Mnemonic

Duration, Bounce, New - Analytics True

Question Question 3(b) OR [4 marks]

How do Customer Analytics Tools contribute to understanding a website's performance?

Solution

Customer Analytics Tools provide deep insights into user behavior, preferences, and conversion patterns.
Key Contributions:

Table 15. Customer Analytics Contributions

Analytics Area	Insights	Performance Impact
User Segmentation	Demographics, behavior patterns	Targeted content creation
Journey Mapping	Conversion paths, drop-off points	Optimized user experience
Lifetime Value	Customer worth, retention rates	ROI-focused strategies

- **Behavioral analysis**: Click patterns, navigation preferences
- **Conversion optimization**: Identify friction points in user journey
- **Personalization**: Customized content based on user profiles
- **Retention strategies**: Understanding what keeps customers engaged

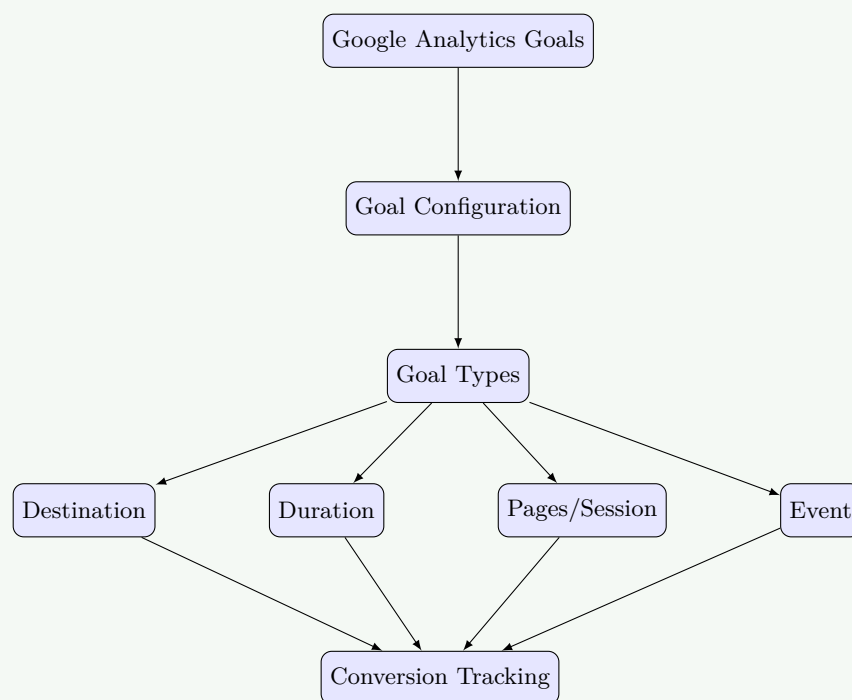**Mnemonic**

Customer Analytics Create Competitive Advantages

Question Question 3(c) OR [7 marks]

Discuss the process of setting up goals and tracking conversion rates in Google Analytics with example.

Solution

Setting up goals and tracking conversions in Google Analytics enables measurement of website success and ROI optimization.
Goal Setup Process:

Figure 6. Google Analytics Goal Setup

Goal Types and Setup:

Table 16. Goal Types

Goal Type	Description	Example Setup
Destination	Specific page visits	Thank you page URL
Duration	Session length	Sessions > 3 minutes
Pages/Session	Page views per visit	More than 5 pages
Event	Specific actions	Download button click

Example: E-commerce Conversion Setup:
Step-by-Step Process:
1. **Access Goals**: Admin → View → Goals → New Goal
2. **Goal Type**: Destination (Thank you page)
3. **Goal Details**:
   - Name: "Purchase Completion"
   - Type: Destination
   - Destination: "/thank-you"
4. **Funnel Setup**: Add checkout steps
5. **Value Assignment**: Average order value

Conversion Rate Calculation:
- **Formula**: (Conversions ÷ Sessions) × 100
- **Example**: 50 purchases ÷ 2,000 sessions = 2.5% conversion rate

Tracking Benefits:
- **Performance measurement**: Clear success metrics
- **ROI calculation**: Revenue attribution to marketing channels
- **Optimization opportunities**: Identify improvement areas

Mnemonic

Goals Give Great Growth Guidance

Question Question 4(a) [3 marks]

What are the types of Twitter Ads available for marketers?

Solution

Twitter Advertising Options:

Table 17. Twitter Ad Types

Ad Type	Purpose	Format
Promoted Tweets	Increase engagement	Native tweet appearance
Promoted Accounts	Grow followers	Account suggestions
Promoted Trends	Topic visibility	Trending section placement

- **Promoted Tweets**: Boost reach of existing tweets, drive clicks/conversions
- **Promoted Accounts**: Target users likely to follow, increase audience size
- **Promoted Trends**: Premium placement in trending topics, high visibility

Mnemonic

Tweets, Accounts, Trends - Twitter Advertising Ends

Question Question 4(b) [4 marks]

You have been assigned to develop a LinkedIn advertising campaign for a company's upcoming webinar. Outline the process for creating and optimizing LinkedIn Ads for this campaign. Include the types of LinkedIn ads you would choose, the content you would use, and how you would leverage LinkedIn Analytics to assess and enhance the campaign's effectiveness.
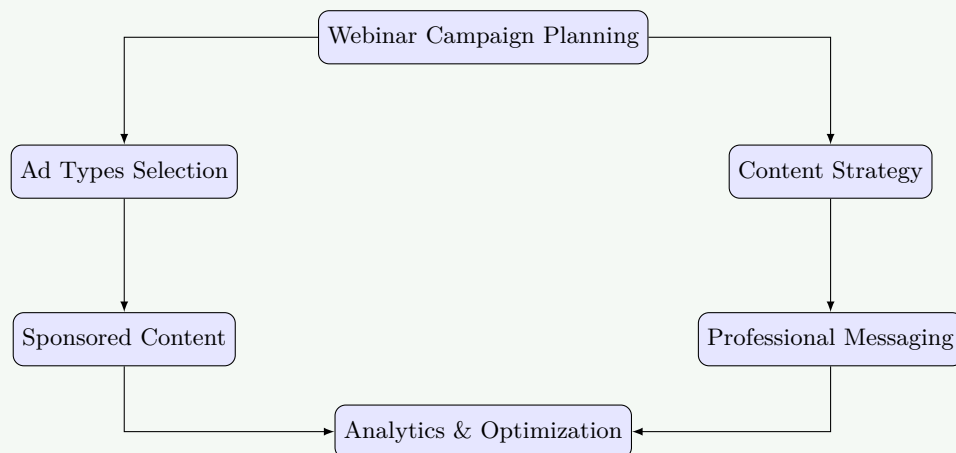
Solution

LinkedIn Webinar Campaign Strategy:

Figure 7. LinkedIn Campaign Flow

Campaign Development Process:

Table 18. LinkedIn Campaign Process

Phase	Action Items	Implementation
Ad Selection	Choose Sponsored Content + Message Ads	Video content for engagement
Targeting	Professional demographics, job titles	IT professionals, decision-makers
Content Creation	Value proposition, clear CTA	"Join Expert-Led Marketing Webinar"
Optimization	A/B test headlines, monitor CTR	Adjust based on performance data

Recommended Ad Types:
- **Sponsored Content**: Native feed placement, professional appearance
- **Message Ads**: Direct inbox delivery, personalized approach
- **Dynamic Ads**: Personalized creative based on profile data

Content Strategy:
- **Headlines**: "Master Digital Marketing: Free Expert Webinar"
- **Visuals**: Professional speaker photos, agenda highlights
- **CTA**: "Register Now - Limited Seats Available"

> **Mnemonic**
>
> Select, Target, Create, Optimize - LinkedIn Success

Question Question 4(c) [7 marks]

Discuss the role and significance of video marketing in digital marketing strategies. How do YouTube Ads fit into a broader video marketing strategy?

> **Solution**
>
> Video marketing has become the cornerstone of modern digital marketing strategies, offering unparalleled engagement and conversion potential.
>
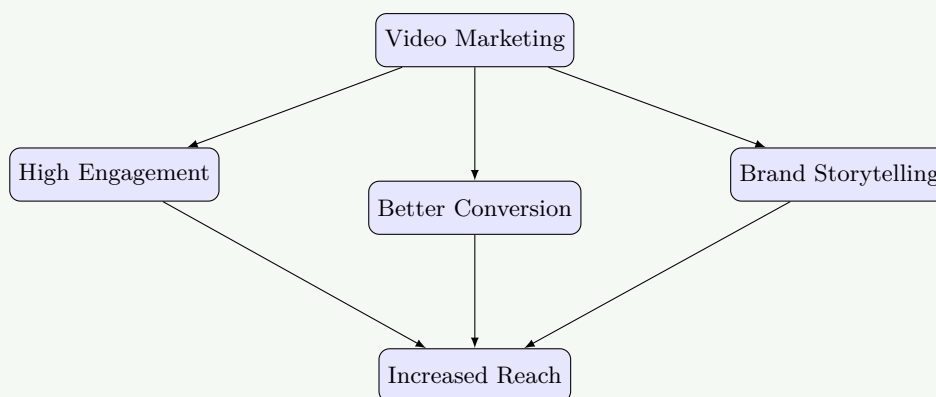> **Video Marketing Significance:**

Figure 8. Video Marketing Benefits

Strategic Importance:

Table 19. Video Marketing Impact

Aspect	Impact	Business Value
Engagement	10x higher than text content	Increased brand recall
Conversion	80% more likely to purchase	Higher sales revenue
SEO Value	53x more likely to rank first	Organic traffic growth

YouTube Ads Integration:
- **Broader Strategy Connection**: Awareness → Consideration → Conversion funnel integration
- **Cross-platform distribution**: YouTube videos repurposed for social media/website
- **Retargeting**: Custom audiences created from video viewers for follow-up ads

> **Mnemonic**
>
> Video Engages, Converts, and Scales Marketing Excellence

Question Question 4(a) OR [3 marks]

Name two key features of LinkedIn's Campaign Manager.

> **Solution**
>
> **LinkedIn Campaign Manager Features:**
>
> **Table 20.** LinkedIn Campaign Manager Features
>
> | Feature | Functionality | Benefit |
> |---|---|---|
> | **Audience Targeting** | Professional demographics, job functions | Precise B2B targeting |
> | **Performance Analytics** | Real-time metrics, conversion tracking | Data-driven optimization |
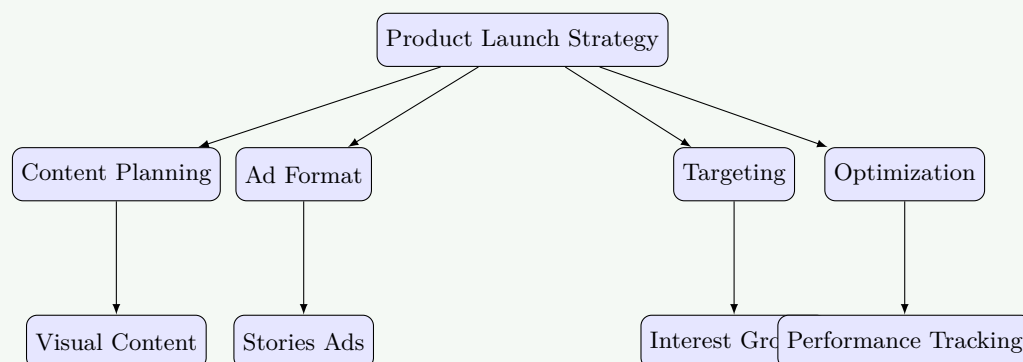>
> - **Audience Targeting**: Industry, company size, job title, skills-based segmentation
> - **Performance Analytics**: CTR, CPC, conversion tracking, A/B testing capabilities
>
> > **Mnemonic**
> >
> > Target Accurately, Analyze Performance

Question Question 4(b) OR [4 marks]

You are tasked with creating an advertising campaign on Instagram for a new product launch. Outline the steps you would take to create and optimize Instagram Ads, including the types of content you would use.

> **Solution**
>
> **Instagram Product Launch Campaign:**

Figure 9. Instagram Launch Strategy

Campaign Development Steps:

Table 21. Instagram Campaign Steps

Step	Action	Implementation
1. Content Creation	Visual storytelling	Product photos, lifestyle images
2. Ad Format	Feed + Stories + Reels	Multi-format approach
3. Targeting Setup	Demographics + interests	Lookalike audiences
4. Budget Allocation	Daily spend limits	Performance-based optimization

Content Strategy:
- **Feed Posts**: High-quality product photography, lifestyle contexts
- **Stories Ads**: Behind-the-scenes content, user-generated content
- **Reels**: Trending audio, product demonstrations, tutorials
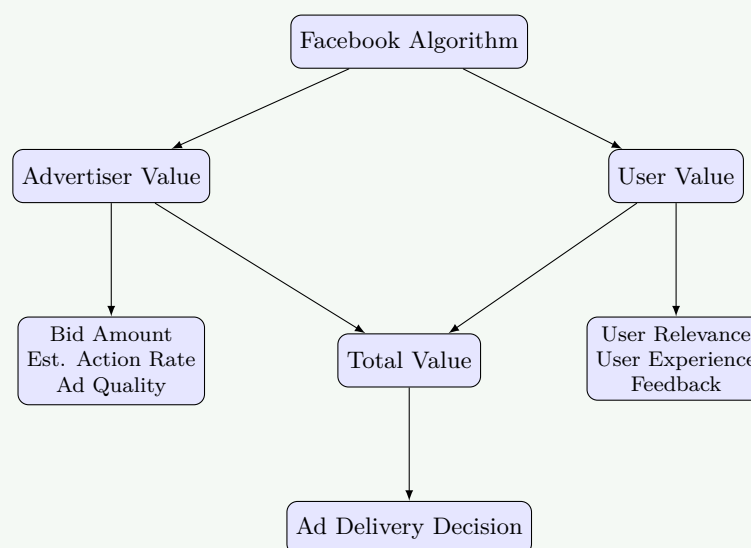- **Carousel Ads**: Multiple product angles, feature highlights

> **Mnemonic**
>
> Create, Choose, Target, Track - Instagram Impact

Question Question 4(c) OR [7 marks]

Explain the importance of understanding Facebook's advertising algorithm and how it affects ad delivery.

> **Solution**
>
> Understanding Facebook's advertising algorithm is crucial for maximizing ad performance and achieving optimal return on investment.
>
> **Algorithm Components:**

Figure 10. Facebook Algorithm Factors

Algorithm Factors:

Table 22. Ad Delivery Factors

Component	Weight	Impact on Delivery
Bid Strategy	High	Budget allocation efficiency
Ad Relevance	High	Quality score determination
User Engagement	Medium	Audience response prediction
Landing Page	Medium	Overall user experience

Ad Delivery Process:
1. **Auction Entry**: Ad enters real-time bidding
2. **Value Calculation**: Algorithm scores ad relevance and quality
3. **Winner Selection**: Highest total value wins placement
4. **Performance Feedback**: Results influence future delivery

Mnemonic

Algorithm Awareness Achieves Advertising Advantage

Question Question 5(a) [3 marks]

List and briefly describe the different types of Email Marketing.

Solution

Email Marketing Types:

Table 23. Email Marketing Types

Type	Purpose	Content Focus
Newsletter	Regular communication	Company updates, industry news
Promotional	Sales and offers	Discount codes, product launches
Transactional	Purchase confirmation	Order receipts, shipping updates

- **Newsletter**: Brand awareness, customer retention, thought leadership
- **Promotional**: Drive sales, promote events, seasonal campaigns
- **Transactional**: Order confirmations, welcome series, account updates

Mnemonic

News, Promote, Transact - Email's Impact

Question Question 5(b) [4 marks]

You are planning an email marketing campaign for a new product launch. Outline the steps you would take to design and execute this campaign, including how you would use email marketing analytics to measure its success.
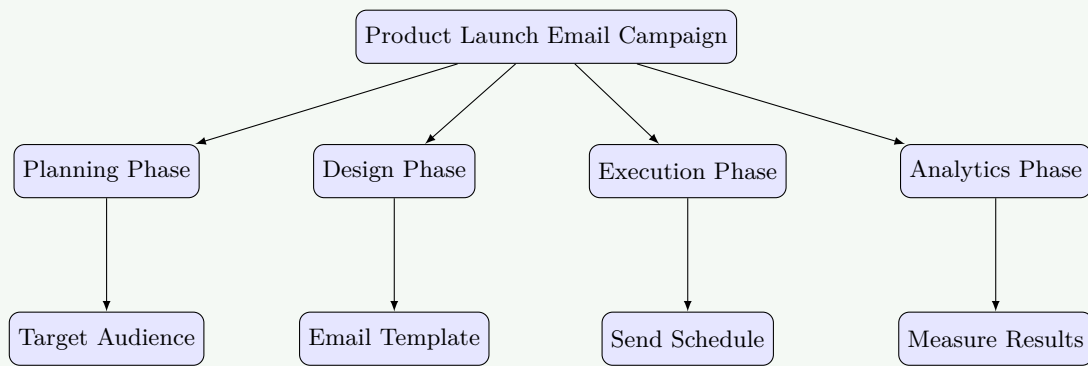
Solution

Email Campaign Strategy:

Figure 11. Email Campaign Steps

Campaign Development Process:

Table 24. Email Campaign Phases

Phase	Activities	Key Deliverables
Planning	Audience segmentation, goal setting	Target lists, KPIs
Design	Template creation, content writing	Email templates, copy
Execution	Send scheduling, A/B testing	Campaign deployment
Analytics	Performance tracking, optimization	Reports, insights

Analytics Measurement:
- **Open rates**: Subject line effectiveness, sender reputation
- **Click-through rates**: Content relevance, call-to-action performance
- **Conversion rates**: Landing page effectiveness, offer appeal

Mnemonic

Plan, Design, Execute, Analyze - Email Success

Question Question 5(c) [7 marks]

Discuss the importance of social media marketing in today's digital landscape.

Solution

Social media marketing has become an indispensable component of digital marketing strategies, fundamentally changing how brands interact with consumers.
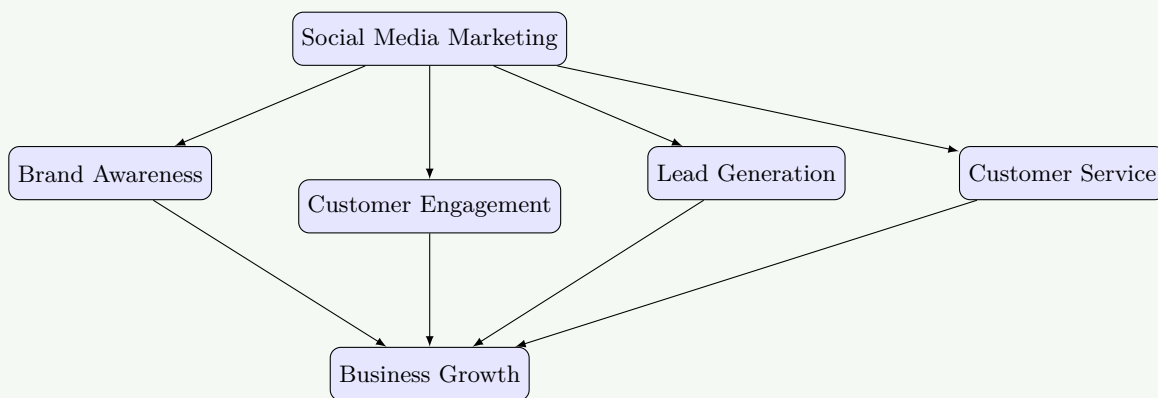**Strategic Importance:**

Figure 12. Social Media Impact

Key Significance Areas:

Table 25. Social Media Value

Aspect	Impact	Business Value
Global Reach	4.8 billion users worldwide	Massive audience potential
Cost Effectiveness	Lower than traditional media	Higher ROI opportunities
Real-time Engagement	Instant customer interaction	Improved relationships

Platform-Specific Benefits:
- **Facebook**: Community building, diverse content, advanced targeting
- **Instagram**: Visual storytelling, influencer marketing, shopping features
- **LinkedIn**: B2B networking, thought leadership, lead generation
- **YouTube**: Video marketing, SEO benefits, educational content

Mnemonic

Social Media Makes Modern Marketing Meaningful

Question Question 5(a) OR [3 marks]

What are the different types of Google Ads Campaigns? Provide a brief description of each.

Solution

Google Ads Campaign Types:

Table 26. Google Ads Campaigns

Campaign Type	Purpose	Placement
Search	Text ads in search results	Google Search pages
Display	Visual ads across websites	Google Display Network
Video	Video advertisements	YouTube platform
Shopping	Product showcase ads	Google Shopping, Search
App	Mobile app promotion	Cross-platform placement

- **Search**: Keyword-targeted text ads, high intent audience

- **Display**: Banner ads, broad reach, visual appeal
- **Video**: YouTube ads, engaging content format
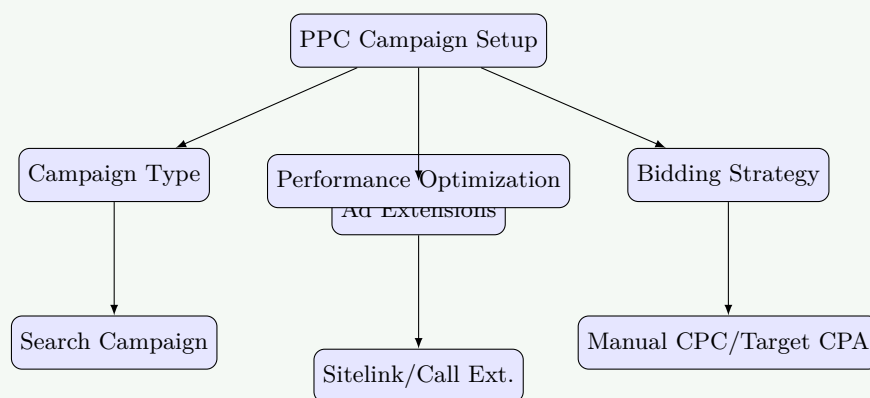
> **Mnemonic**
>
> Search, Display, Video, Shopping, App - Google's Map

Question Question 5(b) OR [4 marks]

Imagine you are setting up a Pay-Per-Click (PPC) campaign using Google Ads. Describe the process of creating the campaign, including selecting the type of Google Ads campaign, setting up ad extensions, and choosing bidding and ranking strategies to optimize ad performance.

> **Solution**
>
> **PPC Campaign Setup Process:**
>
>
>
> **Figure 13.** PPC Setup Process
>
> **Step-by-Step Process:**
> 1. **Campaign Selection**: Choose Search Campaign for high-intent keyword targeting
> 2. **Ad Extensions**: Add Sitelinks, Callouts, Structured Snippets
> 3. **Bidding Setup**: Select Manual CPC or Target CPA/Maximize Conversions
> 4. **Optimization**: Monitor performance keywords and ad testing
>
> **Performance Optimization:**
> - **Keyword research**: Negative keywords, long-tail opportunities
> - **Ad copy testing**: Multiple versions, performance comparison
> - **Quality Score**: Relevance, click-through rate, landing page experience
>
> > **Mnemonic**
> >
> > Select, Extend, Bid, Optimize - PPC Success Route

Question Question 5(c) OR [7 marks]

Describe the key components of a successful Facebook Ads strategy.

Solution

A successful Facebook Ads strategy requires careful planning, execution, and optimization across multiple inter-connected components.

Strategic Framework:

Figure 14. Facebook Ads Strategy

Key Strategy Components:

Table 27. Strategy Components

Component	Elements	Success Factors
Audience Targeting	Demographics, interests, behaviors	Precise targeting, relevant reach
Creative Excellence	Visuals, copy, video content	Engagement, brand consistency
Campaign Structure	Objectives, budgets, scheduling	Clear goals, efficient spending
Optimization	Testing, monitoring, adjustments	Data-driven decisions

- **Audience Targeting**: Core, Custom, and Lookalike audiences
- **Creative Development**: High-quality images, video, compelling ad copy
- **Measurement**: ROI, ROAS, and Customer Lifetime Value

Mnemonic

Target Accurately, Create Compellingly, Structure Strategically, Optimize Continuously