


## Practical 4

- ✚ **Define a Target Group:** Identifying the specific group of people (customers) who are most likely to be interested in your product or service.
- ✚ **Creating Websites:** Designing and developing a website to provide an online presence for a business or individual.
- ✚ **Writing the SEO Content:** Creating content optimized for search engines by using relevant keywords, ensuring the content ranks higher on search engine result pages.
- ✚ **SEO Optimization:** Improving a website's structure, speed, content, and other factors to make it more visible to search engines.
- ✚ **Google AdWords:** Running paid advertising campaigns through Google's advertising platform to drive traffic to your website or landing pages.
- ✚ **CRM Platform:** Using Customer Relationship Management (CRM) software to manage and analyze customer interactions, track sales, and improve customer relationships.
- ✚ **Social Media Marketing Plan:** Developing a strategy to promote a business or product on social media platforms like Facebook, Instagram, and Twitter to reach a broader audience.
- ✚ **Making a Facebook Page and Instagram Page:** Creating business profiles on these platforms to engage with potential customers, post updates, and run advertising campaigns.
- ✚ **Budgeting:** Planning and managing the financial resources allocated for digital marketing, web development, and other business operations.

 **Final Presentation:** Delivering a formal presentation to stakeholders or clients, summarizing the work done, results achieved, and future plans.