

JSS1MBA2DMDay22 19May20DM405: Google Analytics

you are assigned to be a campaign manager of an online product – A simple software for Students to keep track of their books read and notes kept.

- 1. List down the objectives of the given campaign?**
 - 2. Define your ideal customer. Who/and how will you define/describe your target customer.**
 - 3. How will you build target audience**
 - 4. What are influencers(or social influencers)? What are their key abilities that you would want in your campaign?**
 - 5. How will you Setup a campaign project for the product..?**
 - 6. What are the key points to consider while using the campaign budget?**
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