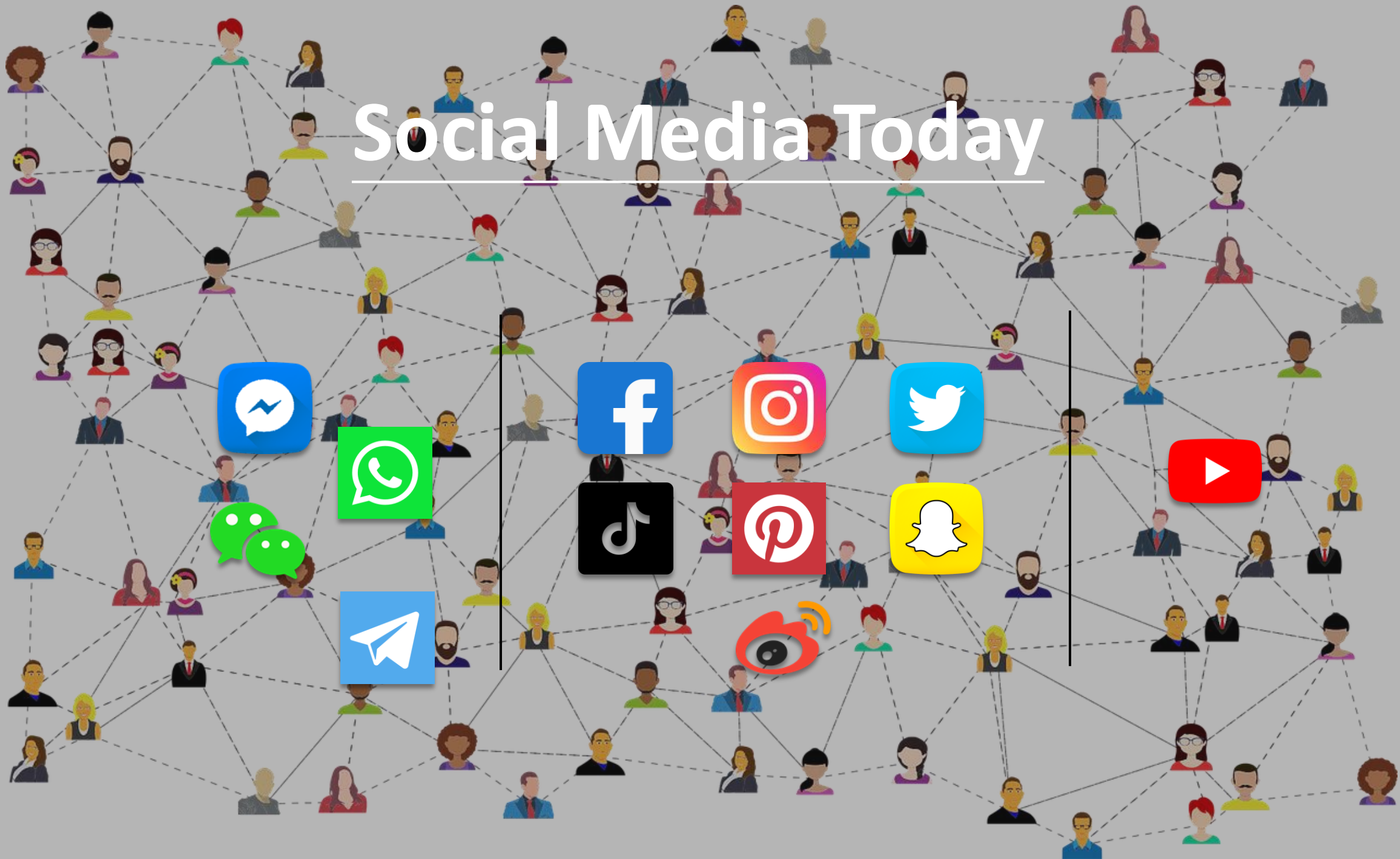
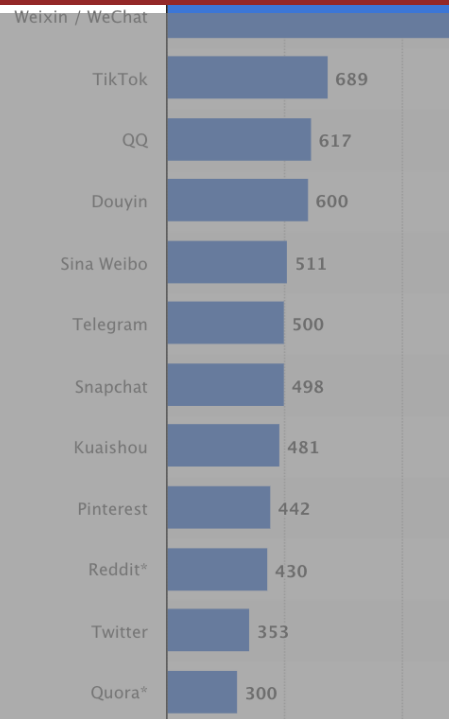
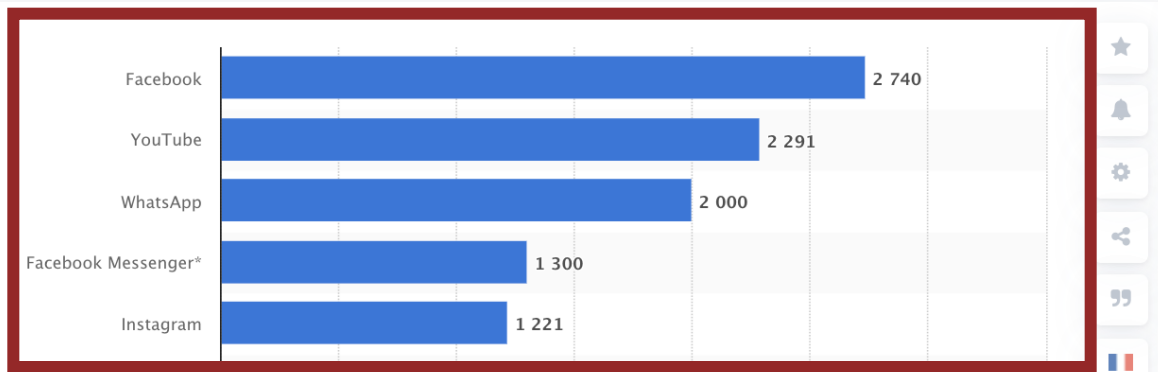


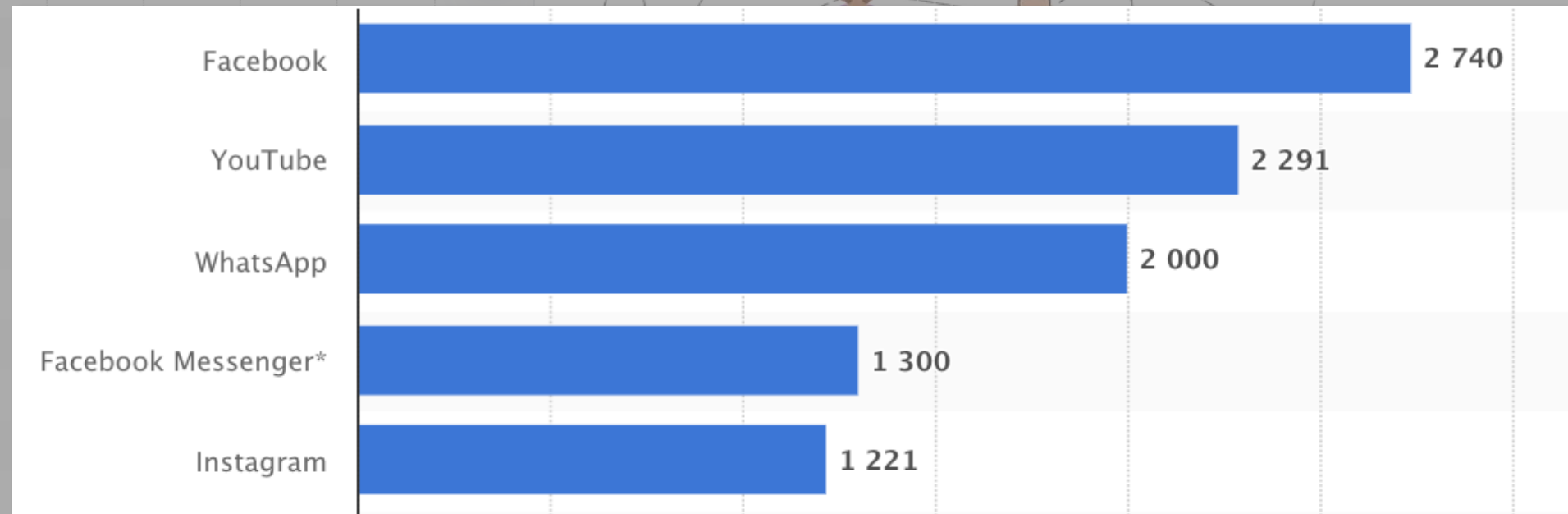
Social Media Today



Social Media Today



Number of active users in millions

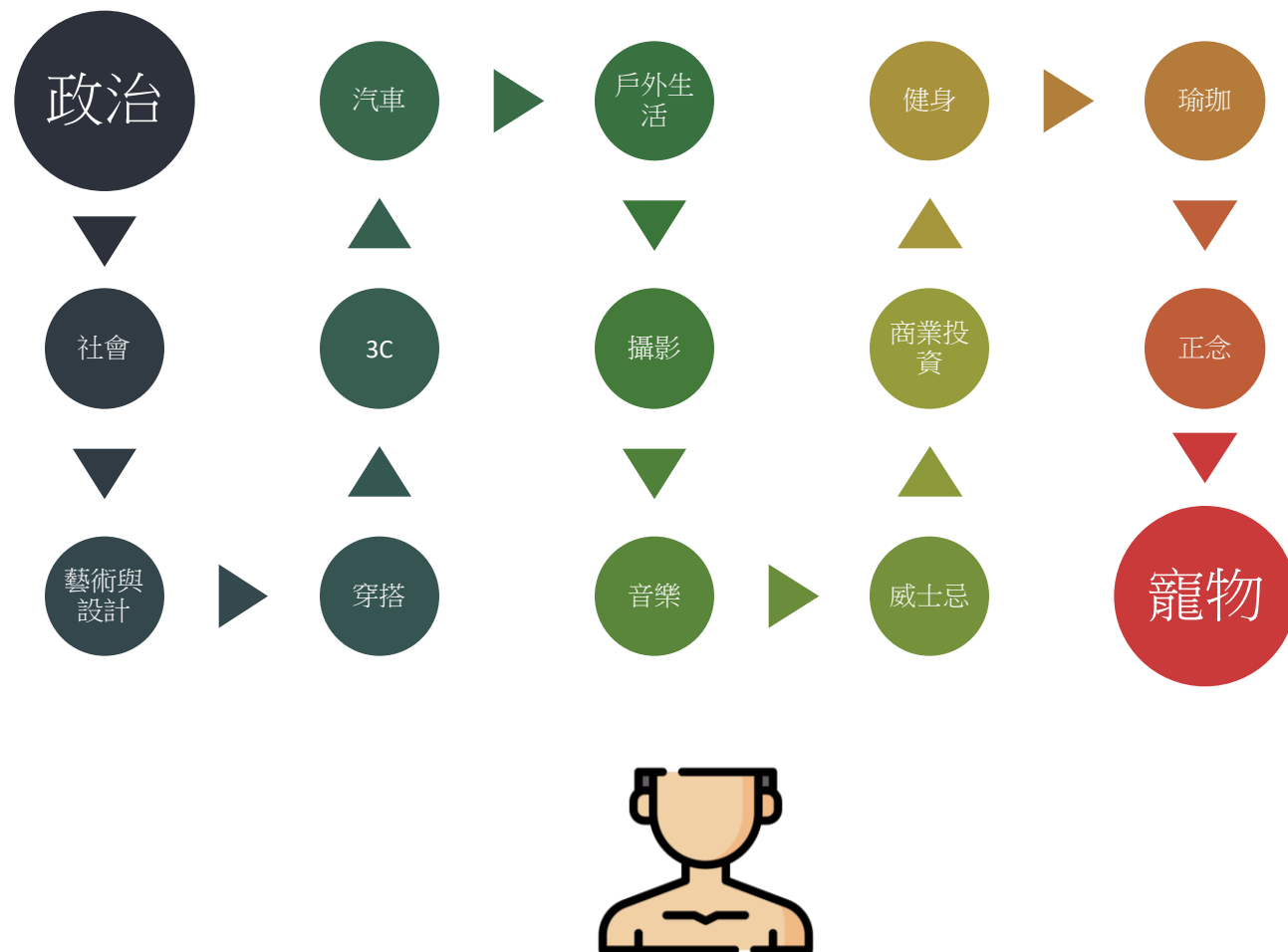


- 思考我們的目標受眾(TA)
- 思考我們的預算(廣告可曝光量)
- 思考我們的行銷目標

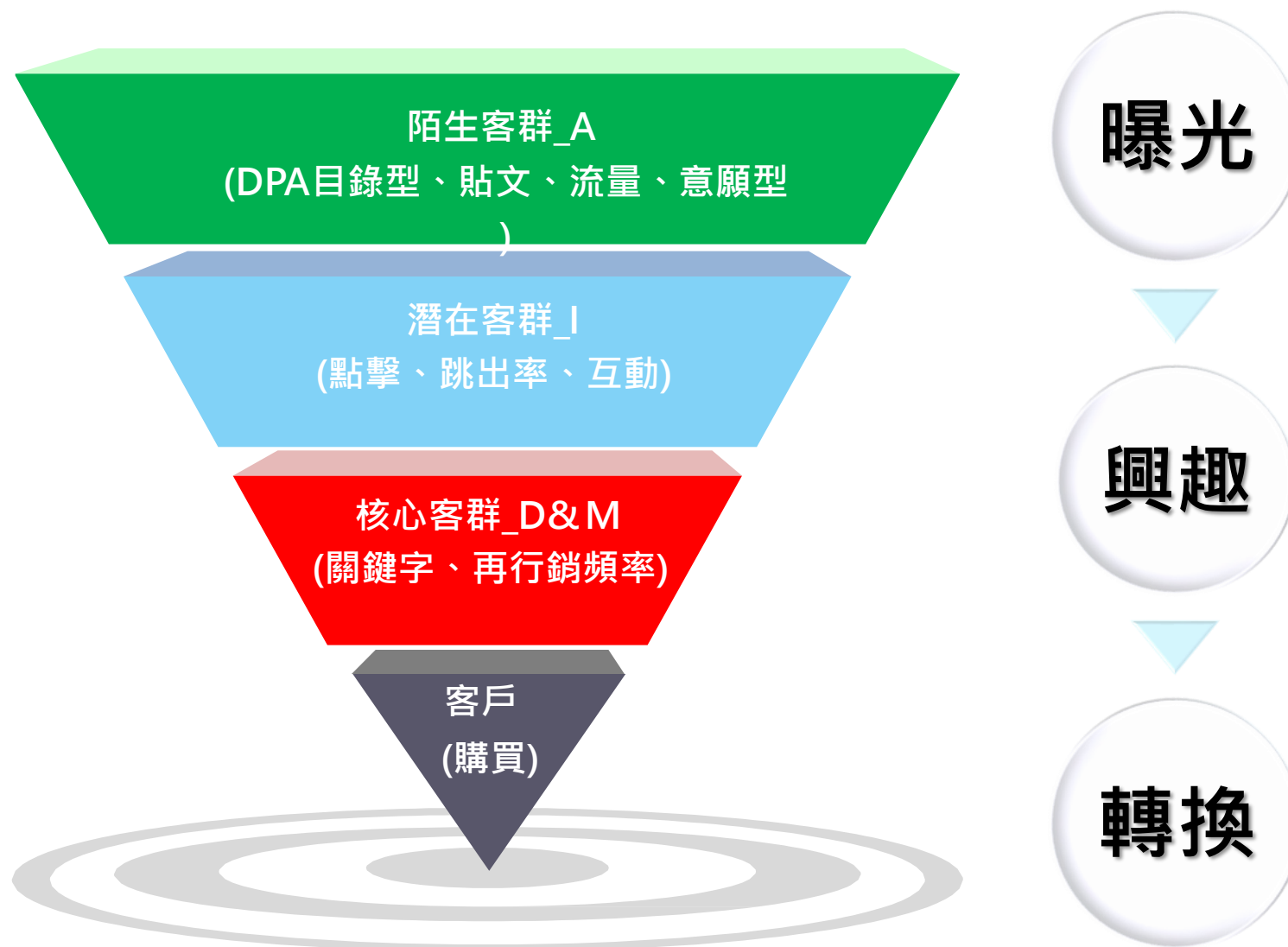


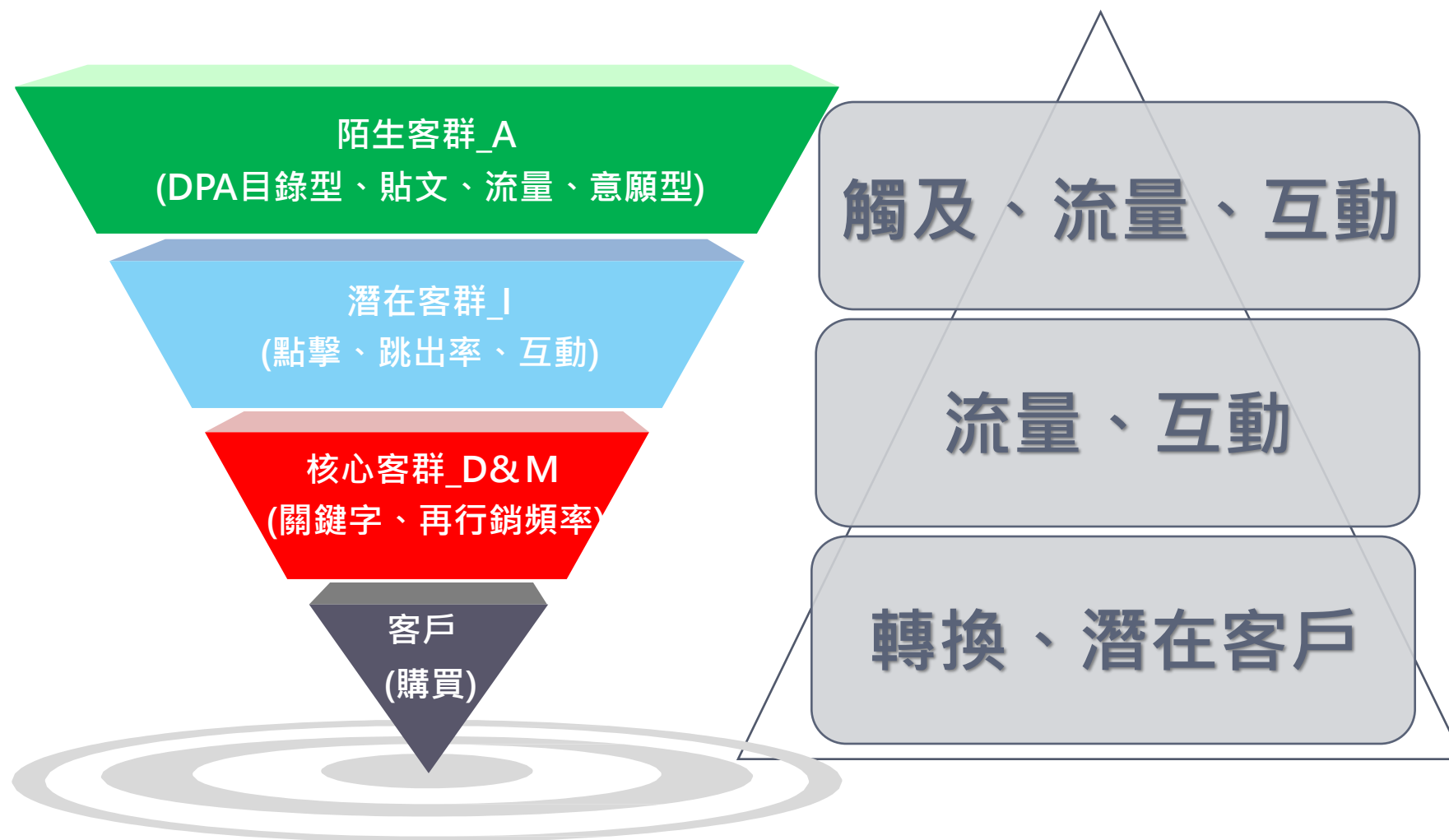
廣告組合-廣告受眾的交集聯集問題

JinZ 精立數位



因此我們要建立行銷策略圖



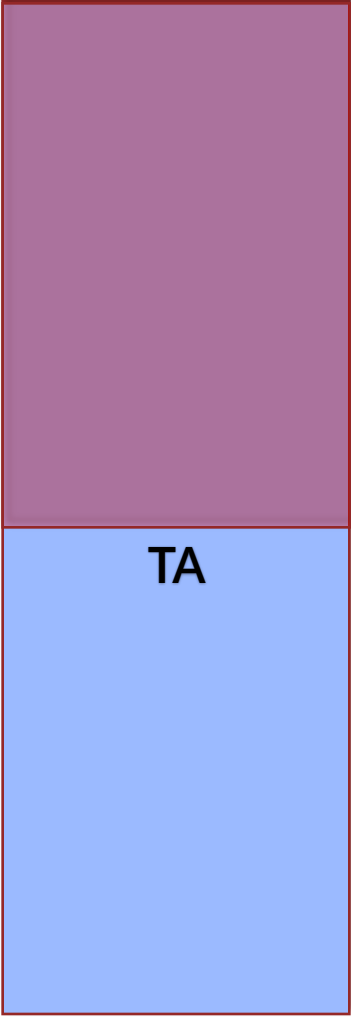
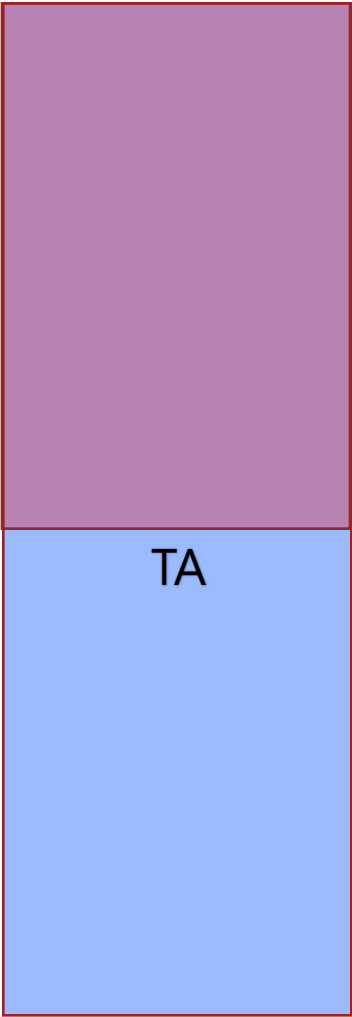
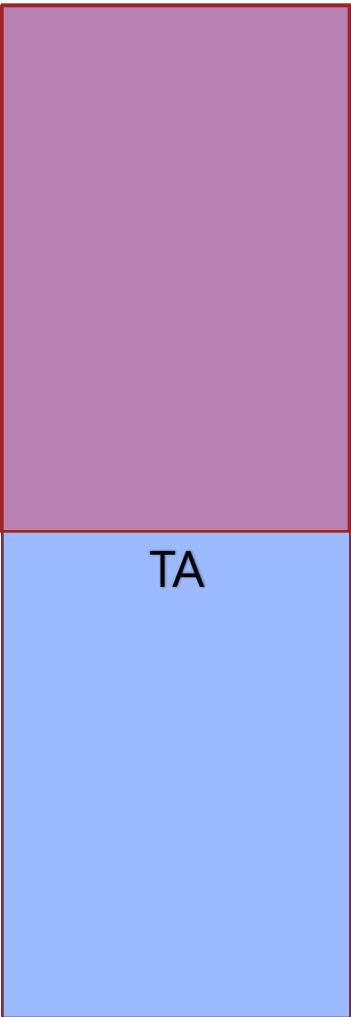
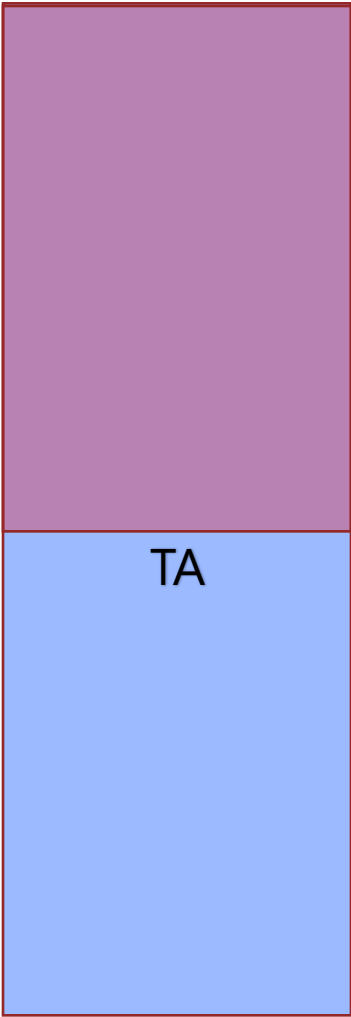


購買優先

喜歡按讚

喜歡潛水

喜歡看影片



算自己能承受多高比較實在

營業額=

流量X轉換率X客單價