Final Presentation PowerPoint: Digital Social Media Marketing Advertising Campaign The final project is a PowerPoint of a designed Digital Social Media Marketing Advertising Campaign. A Digital Social Media Marketing Advertising Campaign is an online strategy to promote a business' product or service by increasing engagement, traffic, and conversions through social media. Figuring out how to reach, connect with, and convert potential customers can be overwhelming, so it's always a good idea to look at the brands that have successfully analyzed what they're doing. Every customer has their platform of choice, whether it's getting their content from Twitter, Instagram influencers, Facebook groups, Quora, blogs, email newsletter roundups, podcasts, and the list goes on. Your next customers hang out online; they're not all on the same platform and don't respond to the same media. Create a digital social media marketing campaign. Take the things you know and can develop with ease. The food you like, a product you use, a company you shop and repurpose their ideas and change it up on how you would make a new campaign fit it to your audience. The product is your choice to design. Like, stated it could be existing produce or one that is a non-existing one. Examples can be food, a new phone, a business advertisement, etc. Have fun with the graphics; add your flair to the social media marketing campaign. Be innovative. The requirements are to tell the steps of the process you took to design the campaign in a PowerPoint, and then your last slide will be the campaign you designed. · Title Slide · Ten content slides · Reference Slide · Campaign Slide · Use graphics, color, use footnotes if more information is needed to describe the slides.