Paper instructions: IMAP Part 1: Relationship Development Strategy The Relationship Development Strategy is the first of a three part Internet Marketing Action Plan (IMAP). The IMAP Presentation is due at the end of this course, while the Relationship Development Strategy portion should be submitted for instructor review at the end of the first week. This will allow for feedback on developing the overall IMAP Presentation. This assignment is worth 10% of your overall grade. The completed IMAP Presentation is due at the end of Week 4 and is 35% of your overall grade. The Relationship Development Strategy will define whom you are trying to persuade to take action and the actions you want taken - according to demographic characteristics, buying modality and placement within the AIDAS model. Instructions: You are required to use the IMAP Part 1 template; please download the attached IMAP Part 1 template and answer the following questions within the format: Define the audience profile. Who wants your product/service and who needs it? Where do they live? What's their age, gender, income, etc.? Provide data to illustrate the audience. Identify existing intentions, in relation to your company's offering, of that audience. What do they search for and how might they perceive the offer in the terms they use? What do their intentions say about their lifestyle, interests and broader needs? Establish types of customer roles and personas targeted. Describe how each of these customer types should shape messaging. Identify online channels to reach the audience, establish awareness, build trust, authority and that are most likely to produce conversions. Provide a brief summary of engagement goals within each position of the AIDAS model. Create a Unique Value Proposition (UVP) to be tested with your primary relationships. (See discussion 1) Based on the UVP, develop four (4) original search engine marketing (SEM) ads to be tested with the four main personas; you should have one ad per main persona. An SEM ad contains two headlines and one description line and the ads have the following specs: headlines 1 and 2 - 30 characters (including spaces) and the description will be 80 characters (including spaces). Please do not include a URL in the headline or the description line. Please download and use the Excel template, which will keep track of your characters, and see below for an example of an SEM ad. About Google Text Ads Deliverables: One 3 page relationship development strategy Word doc and an Excel file that contains your SEM ads. While APA style is not a requirement, if you do use resources and data to reinforce your strategies, you are required to include an in-text citation and corresponding reference list entry. Failure to do so will be considered plagiarism. Company: https://3ddigital.com/ You will be graded according to the attached rubric checklist.