

Module-5

(1). Meta: Plan a Campaign for a Budget below.

Ans:- This is the Assignment :

https://drive.google.com/file/d/1kv0ZiSriKS6RDKktf65mQVsWIUUd_D3m/view?usp=sharing

(2). What is the use of E-mail marketing?

Ans:- Email marketing is a powerful digital marketing strategy used for various purposes, including:

1. **Promoting Products & Services** – Businesses use email marketing to inform customers about new products, offers, and discounts.
2. **Customer Engagement** – Helps maintain regular communication with customers, keeping them updated.
3. **Lead Generation & Nurturing** – Converts potential customers into buyers by sending targeted emails.
4. **Brand Awareness** – Builds brand recognition by consistently reaching the audience.
5. **Customer Retention** – Encourages repeat business through loyalty programs, personalized offers, and follow-ups.
6. **Cost-Effective Marketing** – Compared to traditional marketing, email marketing is affordable and provides a high return on investment (ROI).
7. **Website Traffic Boost** – Emails often include links to blogs, landing pages, or product pages, driving traffic.
8. **Feedback & Surveys** – Helps businesses collect customer feedback and improve services.
9. **Automation & Personalization** – Enables sending automated, personalized emails based on customer behavior.

(3). What goals you can achieve with the help of email marketing?

Ans:- With email marketing, you can achieve:

1. **Increase Sales** – Promote products and offers.
2. **Generate Leads** – Convert potential customers.
3. **Build Relationships** – Stay connected with customers.
4. **Boost Brand Awareness** – Keep your brand in mind.
5. **Improve Customer Retention** – Encourage repeat business.
6. **Drive Website Traffic** – Share links to your site.
7. **Increase Event Attendance** – Promote webinars and events.
8. **Get Customer Feedback** – Collect reviews and insights.
9. **Automate Marketing** – Send personalized, automated emails.
10. **Maximize ROI** – Cost-effective and high returns.

(4).Set-up an automation email for www.esellerhub.com abandon cart.

- **Suggest a Subject for the email.**
- **Prepare an email**

Ans:- Subject: Oops! You Left Something in Your Cart – Complete Your Purchase Now!

Email Body:

Hi Sir/Ma'am,

We noticed you left some great items in your cart! Don't worry, they're still waiting for you. Complete your purchase now before they run out!

 Your Cart is Ready: [View Your Cart]

As a special offer, here's 10% off your order if you complete your purchase within the next 24 hours. Use code: SAVE10 at checkout.

👉 [Complete My Purchase]

If you have any questions, we're happy to help! Reply to this email or contact our support team.

Happy Shopping!
Team eSellerHub

(5). What is Affiliate Marketing?

Ans:- Affiliate marketing is a strategy where you promote a company's products and earn a commission for every sale made through your referral link.

How It Works:

1. Join an Affiliate Program – Sign up with a company.
2. Promote Products – Share referral links on websites, blogs, or social media.
3. Earn Commission – Get paid for every sale or action made through your link.

Benefits:

- ✓ No product creation is needed
- ✓ Passive income opportunity
- ✓ Win-win for businesses and affiliates

(6.)List some famous websites available for affiliate marketing.

Ans:- Here are some famous websites for affiliate marketing:

1. Amazon Associates – Earn commissions by promoting Amazon products.
2. ShareASale – A large network with various brands and products.
3. CJ Affiliate (Commission Junction) – Connects affiliates with top brands.
4. Rakuten Advertising – Offers high-quality affiliate programs.
5. ClickBank – Best for digital products and courses.
6. eBay Partner Network – Earn by promoting eBay listings.
7. PartnerStack – Ideal for SaaS and software affiliate programs.
8. Impact – Works with global brands for affiliate marketing.
9. Awin – Connects affiliates with well-known businesses.
10. Bluehost Affiliate Program – High commissions for web hosting referrals.

(7). Which are the platforms you can use for affiliate marketing?

Ans:- Here are some popular platforms you can use for affiliate marketing:

1. Affiliate Networks (To Find Affiliate Programs)

- Amazon Associates – Best for promoting Amazon products.
- ShareASale – Offers various brands and categories.
- CJ Affiliate – Connects affiliates with big brands.
- ClickBank – Ideal for digital products and courses.
- Rakuten Advertising – Works with global companies.

2. Social Media Platforms (To Promote Affiliate Links)

- YouTube – Create videos reviewing products.
- Instagram – Share links in stories or bio.
- Facebook – Post in groups or pages.
- Pinterest – Share affiliate links in pins.
- Twitter (X) – Promote links with engaging tweets.

3. Websites & Blogs

- WordPress – Create a blog and write reviews.
- Medium – Publish articles with affiliate links.

4. Email Marketing & Forums

- ConvertKit / Mailchimp – Send affiliate offers via email.
- Reddit & Quora – Answer questions and include links.

(8).Youtube:

Ans:-

<https://docs.google.com/spreadsheets/d/1XzRkJHJ21MucH-Sel6SbMeKGwBYI50BYIvjd5ZBvEx4/edit?usp=sharing>