**DIGITAL MARKETING ASSIGNMENT**

**MODULE 5**

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

**This is the Assignment:**

<https://docs.google.com/spreadsheets/d/1KO2tBeIyvyo7FXAUwXuLT3DDZXFBcE2J0TqrBLTdnXA/edit?gid=818310330#gid=818310330>

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

**Ans.** Email marketing is a **digital marketing strategy** that uses emails to communicate directly with people (customers, leads, or subscribers) for business growth.

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

### Ans.Goals You Can Achieve with Email Marketing

1. **Increase Sales & Revenue**
   * Promote products, services, or special offers.
   * Upsell and cross-sell to existing customers.
2. **Generate and Nurture Leads**
   * Collect emails via sign-up forms, free resources, or discounts.
   * Send automated drip campaigns to turn leads into paying customers.
3. **Boost Customer Engagement**
   * Share newsletters, updates, or educational content.
   * Encourage interaction with polls, surveys, or feedback forms.
4. **Build Strong Customer Relationships**
   * Send personalized emails on birthdays, anniversaries, or milestones.
   * Share tips, guides, or exclusive insider information.
5. **Enhance Brand Awareness & Loyalty**
   * Keep your brand top-of-mind with regular communication.
   * Build trust and community through valuable content.
6. **Reduce Customer Churn (Retention)**
   * Send re-engagement emails to inactive users.
   * Offer loyalty rewards, renewal reminders, or special discounts.
7. **Drive Website Traffic**
   * Link emails to blog posts, landing pages, or online stores.
   * Promote events, webinars, or product launches.
8. **Collect Customer Insights**
   * Use surveys or feedback forms to learn customer needs.
   * Analyze open rates, clicks, and behavior for smarter decisions.
9. **Support Other Marketing Efforts**
   * Reinforce social media campaigns, product launches, or offline events.
   * Provide consistent messaging across channels.

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

● Suggest a Subject for the email.

### Suggested Subject Lines:

* "Forgot something? Complete your order today "
* "Your cart misses you – Checkout before it’s gone"
* "Still thinking it over? Your items are waiting"
* "Last chance! Don’t let your cart expire "

● Prepare an email

### Abandoned Cart Email Example

**From:** eSellerHub Team  
**To:** [Customer’s First Name]  
**Subject:** "Your cart is waiting – finish your checkout today!"

**Header:**  
 Your cart is waiting!

**Body:**  
Hi [First Name],

We noticed you left a few items in your cart and didn’t complete your checkout. Don’t worry – we’ve saved them for you!

Complete your purchase today and make sure you don’t miss out.

**Your Cart Items:**

* [Product Name 1]
* [Product Name 2]
* [Product Name 3]

**Why complete your order now?**  
✔️ Guaranteed product availability  
✔️ Quick delivery  
✔️ Secure checkout

**[Complete My Order]** (big call-to-action button linking to cart page)

Still have questions? Our support team is here to help anytime.

Happy Selling,  
**Team eSellerHub**

**(5).What is affiliate Marketing?**

**Ans.** Affiliate marketing is a **performance-based marketing strategy** where a business rewards individuals or partners (called affiliates) for driving traffic, leads, or sales through their marketing efforts.

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

### Ans. ****Global Affiliate Programs & Networks****

1. **Amazon Associates** – One of the largest and easiest programs to join.
2. **ClickBank** – Popular for digital products, eBooks, and online courses.
3. **CJ Affiliate (Commission Junction)** – Huge network with thousands of brands.
4. **ShareASale** – Offers a wide range of merchants across industries.
5. **Rakuten Advertising** – Global affiliate program with top brands.
6. **Impact** – Modern platform with big companies and flexible payouts.
7. **Awin** – Large international network with both physical and digital products.

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

### Ans. ****Content Platforms****

* **Blogging Websites** (WordPress, Blogger, Medium)
* **YouTube** (product reviews, tutorials, unboxings)
* **Podcasts** (sponsored mentions, affiliate promotions)

### ****Social Media Platforms****

* **Instagram** (reels, stories, product showcases)
* **Facebook** (groups, pages, ads)
* **TikTok** (short videos for products)
* **Pinterest** (product pins, guides)
* **LinkedIn** (especially for B2B affiliates)

### ****Email Marketing Platforms****

* **Mailchimp**
* **ConvertKit**
* **GetResponse**
* **AWeber**  
  (build an email list and share affiliate offers directly)

### ****E-commerce & Community Platforms****

* **Quora/Reddit** (value-based answers with affiliate links, if allowed)
* **Forums & Niche Communities**
* **Own Online Store (Shopify, WooCommerce)** – sell + recommend affiliate products.

<https://docs.google.com/spreadsheets/d/1lYXIuEu1447YqxY6QjmIKIi4bzsg2LsY_yZ-cd6Ufbg/edit?gid=301122145#gid=301122145>

<https://docs.google.com/spreadsheets/d/1lYXIuEu1447YqxY6QjmIKIi4bzsg2LsY_yZ-cd6Ufbg/edit?gid=1065451116#gid=1065451116>