

Module-5

1. List out the platforms available for Social Media Marketing.

- Facebook
- Instagram
- LinkedIn
- Twitter
- YouTube
- E-mail marketing

2. How many types of content we can use for Social Media Marketing?

Explain any three.

- Podcast
- Video
- E-mail
- Blog post:
Blog posts are a cornerstone of Content Marketing. They build brand awareness and increase engagement with your customers.
- Social media posts:
It can be hard enough to attract a new reader to your company's website for the first time. Once they arrive, directing them to your social media sites can be a great way to tell them how to keep in touch.
- Influencer marketing:
Creating content in partnership with influencers that have everything to do with your brand is a great way to make sure your leads convert.

3. Why should we use Social Media Marketing to promote our business?

Social media marketing is one of the leading marketing technique which helps companies to reach their target customer easily and can track their response immediately. It is easy to reach customer globally through social media.

4. What is the relationship between SEO and Social Media Marketing.

Social media management relates to posting and optimizing your content on social media networks like Facebook, Twitter, or Instagram. SEO strategy relates to making your website or content more searchable so that people looking up phrases or questions about products or topics related to your industry will find your site in the results.

5. Prepare a word file in which you should add:

o Type of content to create on YouTube for

<http://www.designer2developer.com>

o Suitable topic list for <http://www.designer2developer.com> according to your research on Google trends

o List out the points to include in the video

o Suitable title and description for the video

o Keywords to target and its placement

6. What are tools we can use for Marketing on a platform like Facebook and Instagram?

- Canva
- Facebook Ad manager
- Mailchimp
- Buffer
- PromoRepublic
- Quuu Promote

7. What type of traffic you will get on platform like Linked-In?

LinkedIn has more professional traffic which helps you to connect with companies and their recruiting team. And it helps companies to hire employees.

8. Create social media presence (page or account) which helps your website and blog.
9. Prepare an excel sheet for posts of www.esellerhub.com to publish on Facebook, Instagram and Linked In.

10.What is the use of E-mail marketing?

Email marketing is a type of direct marketing that uses personalized emails to educate your email list about your product or services. It can also be used to convince your email list to take a specific action like making a purchase, booking a demo, signing up for a trial or registering for an event.

11.What goals you can achieve with the help of email marketing?

- Creating personalized content.
- Collecting feedback and surveys.
- Improving sales.
- Communicating with your audience.
- Generating traffic to your site.
- Reaching the right people at the right time.
- Producing cost-effective campaigns

12.Set-up an automation email for www.esellerhub.com abandon cart.

o Suggest a Subject for the email.

o Prepare an email

13.Create Sign-up / Subscriber pop-up form for your blog and website using email marketing tools to collect audience data.

14. What is affiliate Marketing?

Affiliate marketing is where you promote another company's product or service in return for a commission on the sales you generate.

Commissions are typically a percentage of the sale price, but can occasionally be a fixed amount.

15. List some famous websites available for affiliate marketing.

- Shopify Affiliate Program
- CJ Affiliate
- eBay Partner Network
- Rakuten Advertising
- ClickBank
- Amazon Associates
- Flipkart Affiliate Program

16. Which are the platforms you can use for affiliate marketing?

- Post Affiliate.
- Everflow
- Affise
- Offer18
- Circlewise
- Refersion
- Scaleo
- ClickBank