

## **Practical-1**

### **AIM: Analysis of Identifying Digital and Traditional Marketing Strategies.**

#### **Solution:**

##### **Traditional Marketing**

Traditional marketing is a promotional strategy that targets audiences using offline materials. Marketers may use traditional marketing to interact with consumers in physical locations. They typically insert these marketing materials in places where their audience is more likely to see, hear or interact with them. Examples of traditional marketing are radio and television commercials, billboards and direct mail campaigns.

##### **Traditional Marketing Strategies**

- 1) **Handouts:** A handout is a printed document like a flyer or brochure that can promote a business, event or sale. You can create these flyers to display in public areas that community members regularly visit to tell them about promotional events taking place at your establishment. Brochures can provide details about a company or explain the features of a product, which you can distribute at events or when visiting clients. Potential customers may keep these handouts with them or store them for later reference when they want to learn more about a company or product.
- 2) **Billboards:** You can typically find billboards along highways or major roads. They display advertisements and company graphics. Billboards typically feature images with supporting text that convey a brief but memorable message to the audience as they drive. Creative billboard advertisements can make it easier for your audience to recognize and remember your brand. Billboards often reach wide audiences from various locations, which can be beneficial if your goal is to gain local or national brand recognition.
- 3) **Direct mail:** Direct mail marketing sends print materials like letters or postcards to the addresses of potential customers living in your target area. You can send direct mail to people who have expressed interest in the company or its products. Another option is to send direct mail items to community members who live close to the business. These direct mail materials build their awareness of the company and help customers realize how conveniently close their home is to the business. Many companies, like non-profit or fundraising organizations, use direct mail as an emotional marketing tool. They may use letters to introduce their company and the cause they support. This approach can create a personal connection between the recipient and the organization.

- 4) **Print ads:** Print advertisements allow you to reach more prospective customers through outlets like newspapers or magazines. If you're hoping to build more awareness in the community, showcasing advertisements in the newspaper can help others learn more about the brand, its location and its products. Consider determining the types of magazines or reading materials your target audience typically reads, and place your advertisements in these materials to generate more sales leads.
- 5) **Event marketing:** With event marketing, you can create advertising materials to showcase at industry events, like seminars, conventions or conferences. Try creating booths and larger materials like signs or banners to attract attendees and teach them about the company and its products. Consider setting up similar booths at other local events, like fairs or festivals, to gain local attention as well. You can also participate in sponsorships to increase your brand recognition and awareness.
- 6) **Broadcasting:** Another way to gain either local or national recognition is by making commercials for radio and television. You can make and sell creative ads that help customers learn more about your brand and products. Hearing or seeing these broadcasted advertisements might intrigue listeners and viewers and lead them to research the company or contact you to learn more.
- 7) **Cold calling:** Also called telemarketing, this type of marketing applies to companies that sell their products or services over the phone. Both business-to-business (B2B) and business-to-consumer (B2C) companies can utilize cold calling. Implementing a cold-calling strategy allows you to interact with potential customers to explain the product you're selling and how it can solve any challenges that they or their company face. This strategy allows you to build a personal connection and establish trust between the company and prospective customers.

## Digital Marketing

Digital marketing is the component of marketing that uses the Internet and online-based digital technologies such as desktop computers, mobile phones, and other digital media and platforms to promote products and services.

### Digital Marketing Strategies

- 1) **Search Engine Optimization (SEO):** Search Engine Optimization is the process of improving a website's visibility in search engine results (like Google, Bing). It helps attract organic (unpaid) traffic by using relevant keywords, optimizing website structure, and improving content quality. **Example:** When a user searches "best smartphones," companies that have optimized SEO content appear at the top of search results.

## Types of SEO

**On-Page SEO:** Optimization of content, titles, and internal links.

**Off-Page SEO:** Building backlinks and improving domain authority.

**Technical SEO:** Improving site speed, mobile-friendliness, and indexing.

- 2) **Search Engine Marketing (SEM):** SEM involves paid advertisements on search engines to increase website visibility. These ads are displayed when users search for specific keywords.

**Example:** Google Ads showing sponsored results at the top of search results pages.

It ensures faster reach and helps target users who are actively searching for products/services.

- 3) **Social Media Marketing (SMM):** SMM focuses on promoting products through social media platforms such as Facebook, Instagram, Twitter (X), LinkedIn, and YouTube. It helps businesses interact directly with their audience, build brand awareness, and run paid ad campaigns.

**Example:** Running Instagram ads for fashion products or using influencers to promote brands.

### Key Activities Social Media Marketing (SMM)

Content creation and sharing

Running social media advertisements

Engaging with followers and responding to feedback

- 4) **Content marketing:** Content marketing involves creating and sharing valuable, relevant, and consistent content such as blog posts, articles, infographics, videos, podcasts, and eBooks to attract and engage a specific target audience. Its main purpose is to build trust and credibility with potential customers, educate them about products or services, and ultimately guide them toward making informed purchase decisions. By providing useful and meaningful information rather than direct sales pitches, content marketing helps businesses establish long-term relationships, enhance brand authority, and increase customer loyalty.

**Example:** A skincare brand publishing blog posts on “How to choose the right sunscreen” to attract potential customers.

- 5) **Email Marketing:** Email marketing uses personalized email campaigns to communicate directly with customers, making it an effective strategy for customer retention, promoting special offers, and nurturing potential leads. It allows businesses to build strong relationships with their audience by delivering tailored messages and updates straight to their inboxes. This method is cost-effective, easy to automate, and highly

measurable through metrics such as open rates and click-through rates, enabling marketers to track performance and optimize future campaigns for better engagement and conversions.

**Example:** Sending newsletters, discount codes, or new product launches to subscribed users.

- 6) **Pay-Per-Click (PPC):** Pay-Per-Click (PPC) is a paid advertising model in which advertisers pay a fee each time a user clicks on their ad. It is commonly used on platforms such as Google Ads, Facebook Ads, and YouTube to drive targeted traffic to websites or landing pages. PPC offers several benefits, including immediate visibility for brands, highly measurable return on investment (ROI) through detailed analytics, and effective budget control, allowing businesses to set spending limits and optimize their campaigns for maximum performance and reach.

**Example:** Sponsored ads appearing when searching for “online courses.”

- 7) **Affiliate Marketing:** Affiliate marketing is a performance-based strategy where businesses reward affiliates (partners or influencers) for bringing in traffic or sales. Affiliates promote the product using their websites, blogs, or social channels.

**Example:** Amazon Associates program where bloggers earn commission for product recommendations.

- 8) **Influencer Marketing:** In this strategy, brands collaborate with social media influencers or content creators who have a strong following. Influencers promote the product to their audience through posts, reviews, or videos.

**Example:** A beauty influencer promoting a makeup brand on Instagram or YouTube.

- 9) **Mobile Marketing:** Mobile marketing targets users through their mobile devices by using channels such as SMS, in-app advertisements, and push notifications to deliver promotional messages and updates. It enables real-time communication with customers and allows businesses to send personalized offers based on user behaviour, location, or preferences. As smartphones have become an essential part of daily life, mobile marketing provides an effective way to reach audiences instantly, enhance engagement, and drive quick responses, making it a powerful tool for improving customer experience and boosting sales.

**Example:** Sending a discount coupon via SMS or app notification.

## Practical-2

**AIM: Identify and list relevant keywords for a specific industry using free tools like Google Keyword Planner.**

### **Solution:**

Keywords are specific words or phrases that users type into search engines to find information, products, or services. They are essential for Search Engine Optimization (SEO) and Search Engine Marketing (SEM) as they help businesses attract the right audience.

Google Keyword Planner is a free tool provided by Google Ads that allows users to find relevant keywords, view average monthly searches, competition levels, and cost-per-click (CPC) data. By using this tool, marketers can identify high-traffic and low-competition keywords to improve content visibility and ranking on search engines.

#### **Types of Keywords:**

**Short-tail keywords:** 1 - 2 words (e.g., “digital marketing”).

**Long-tail keywords:** 3+ words (e.g., “best digital marketing courses online”).

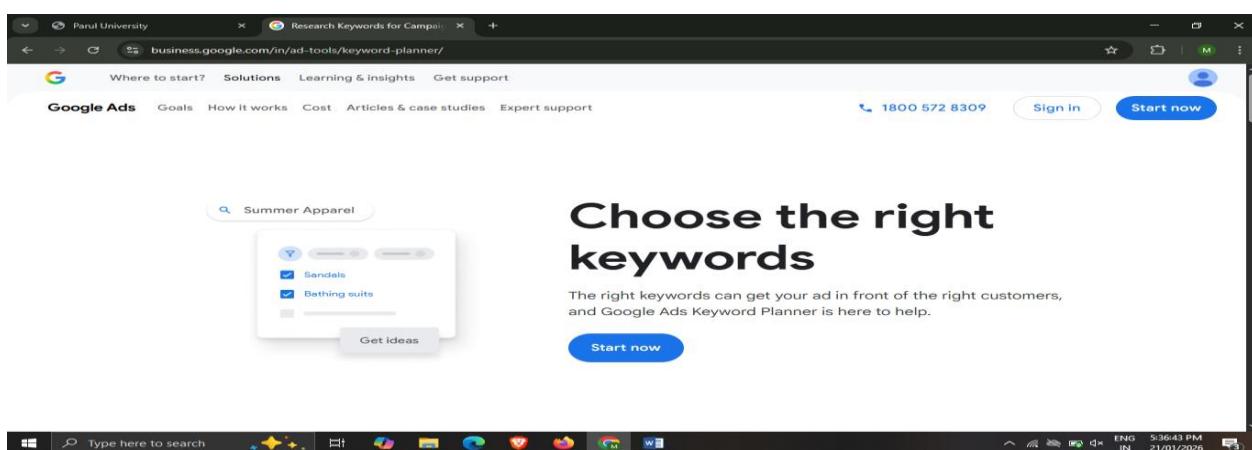
**Branded keywords:** Include a company or product name.

**Non-branded keywords:** Generic search terms not tied to a brand.

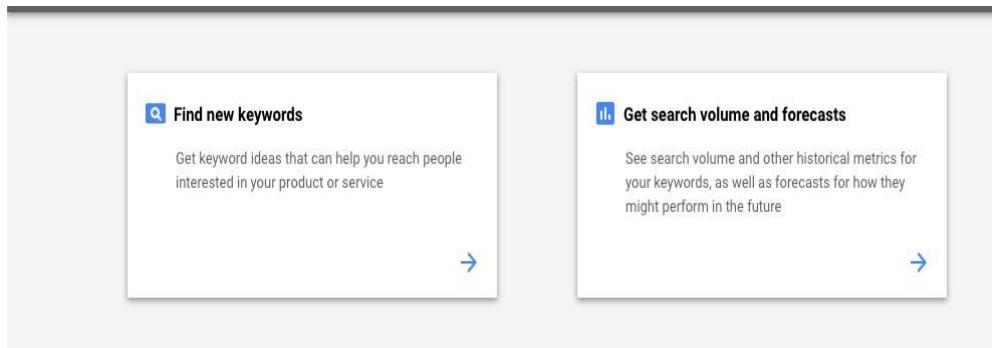
Effective keyword selection helps businesses target specific audiences, increase website traffic, and improve conversion rates.

#### **Steps:**

1. Open the browser and go to <https://ads.google.com/home/tools/keyword-planner/>



2. Sign in using your Google Account.
3. Click on “Discover new keywords.”



4. Enter a few words or phrases related to your chosen industry (e.g., “fitness products,” “online education,” “digital marketing”).

#### Discover new keywords

This screenshot shows the 'Discover new keywords' search interface. At the top is a search bar with the placeholder 'Enter words, phrases, or a website'. Below it is a text input field containing the text 'digital marketing'. Underneath are three dropdown menus: 'United States', 'English', and 'Google'. To the right of these is a large blue 'Get Results' button.

5. Set the location and language preferences.

6. Click on Get Results.

#### Discover new keywords

This screenshot shows the results page for the keyword 'digital marketing'. At the top is the same search interface as before. Below it is a table with the following data:

Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (USD)
digital marketing course	10K–100K	Medium	30.00
online marketing strategy	1K–10K	Low	25.00
SEO training online	1K–10K	Medium	35.00
social media marketing tips	500–1K	Low	20.00
content marketing strategy	1K–10K	Medium	40.00

7. The tool will display a list of related keywords along with:

Average monthly searches

Competition level (Low/Medium/High)

Top of page bid (Cost-per-click estimate)

8. Analyze and select the most relevant keywords based on high search volume and low/medium competition.
9. Export or note down the selected keywords for documentation and further analysis.

### Output:

Discover new keywords

Keyword (by relevance)	Avg. monthly searches	Competition	Top of page bid (USD)
digital marketing course	10K–100K	Medium	30.00
online marketing strategy	1K–10K	Low	25.00
SEO training online	1K–10K	Medium	35.00
social media marketing tips	500–1K	Low	20.00
content marketing strategy	1K–10K	Medium	40.00

## Practical-3

**AIM:** Design and publish a promotional post on any social media platform using Canva or another design tool.

### Solution:

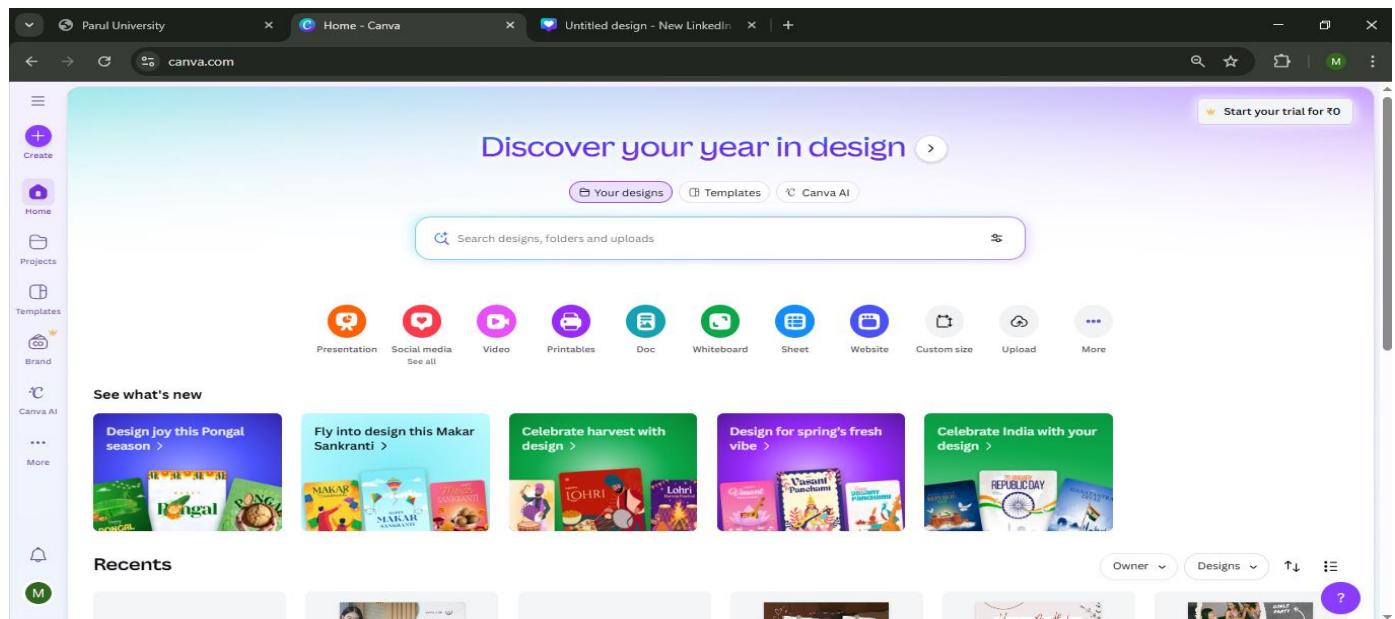
Social Media Marketing (SMM) is a form of digital marketing that uses social platforms like Facebook, Instagram, Twitter (X), and LinkedIn to promote brands, products, or services. Visual content plays a major role in attracting attention and increasing engagement.

Canva is a free online graphic design tool used to create visually appealing posts, banners, infographics, and advertisements. It offers customizable templates, fonts, colour palettes, and elements suitable for professional designs.

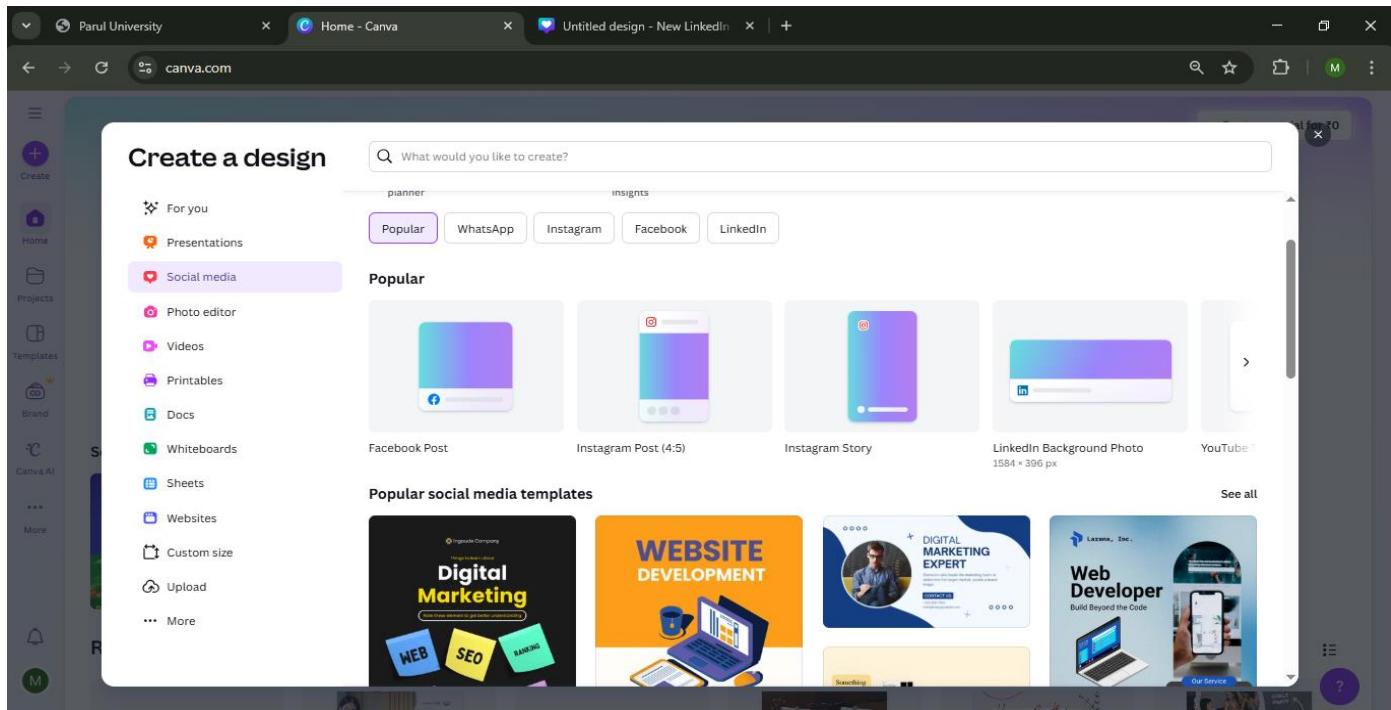
A promotional post aims to create awareness, attract leads, and motivate customers to act (such as visiting a website, buying a product, or registering for an event).

### Steps:

- 1. Login or Sign Up on Canva:** Go to <https://www.canva.com> and create an account or log in using your Google or email credentials.

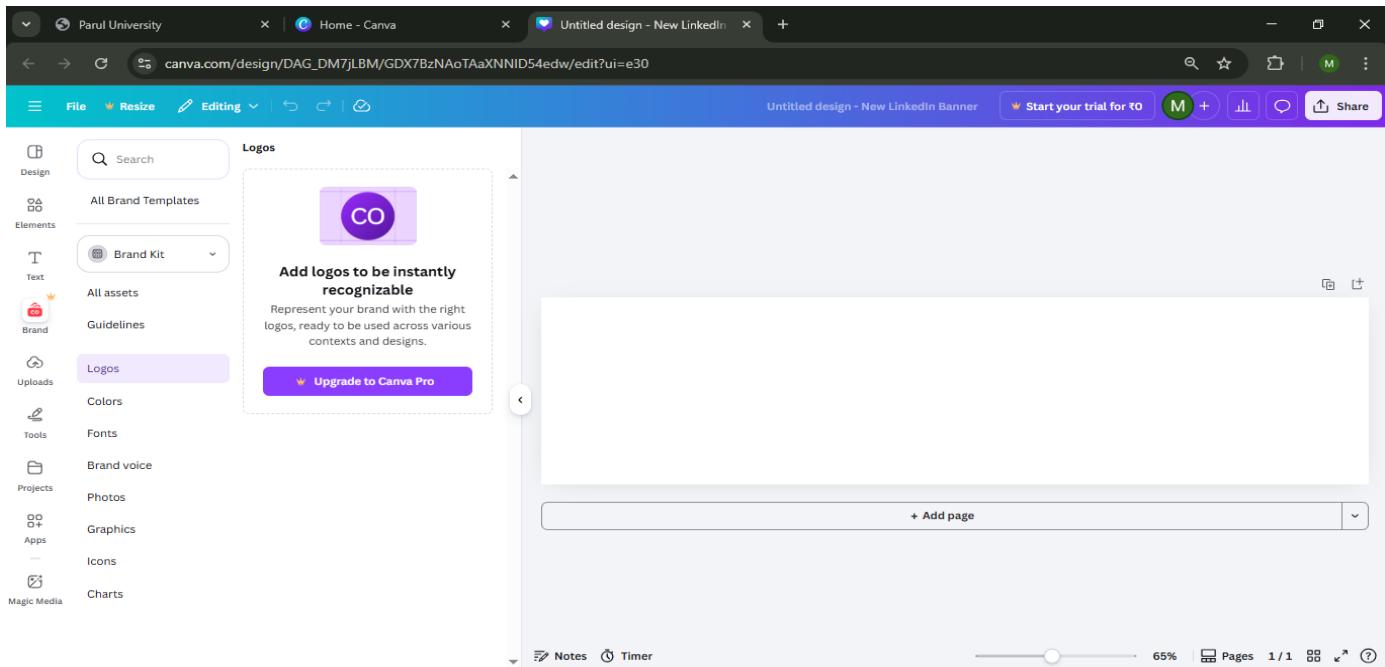


- 2. Choose the Design Type:** Click on “Create a design” and select a template size suitable for your target platform (e.g., Instagram Post 1080×1080 px or Facebook Post 1200×628 px).

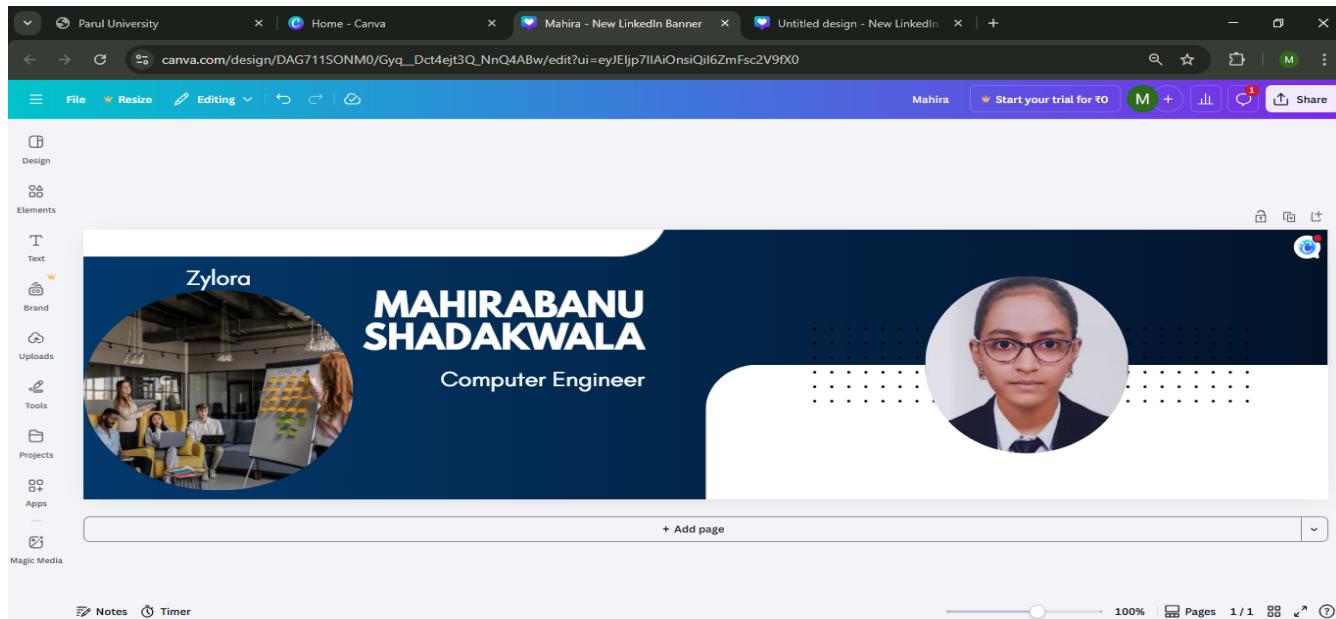


**3. Select or Create a Template:** Browse Canva's template library and choose either a pre-designed layout or start with a blank canvas.

**4. Add Content:** Insert your brand logo, product images, and slogan, then add text for offers, discounts, or event details, and include relevant hashtags and contact information.

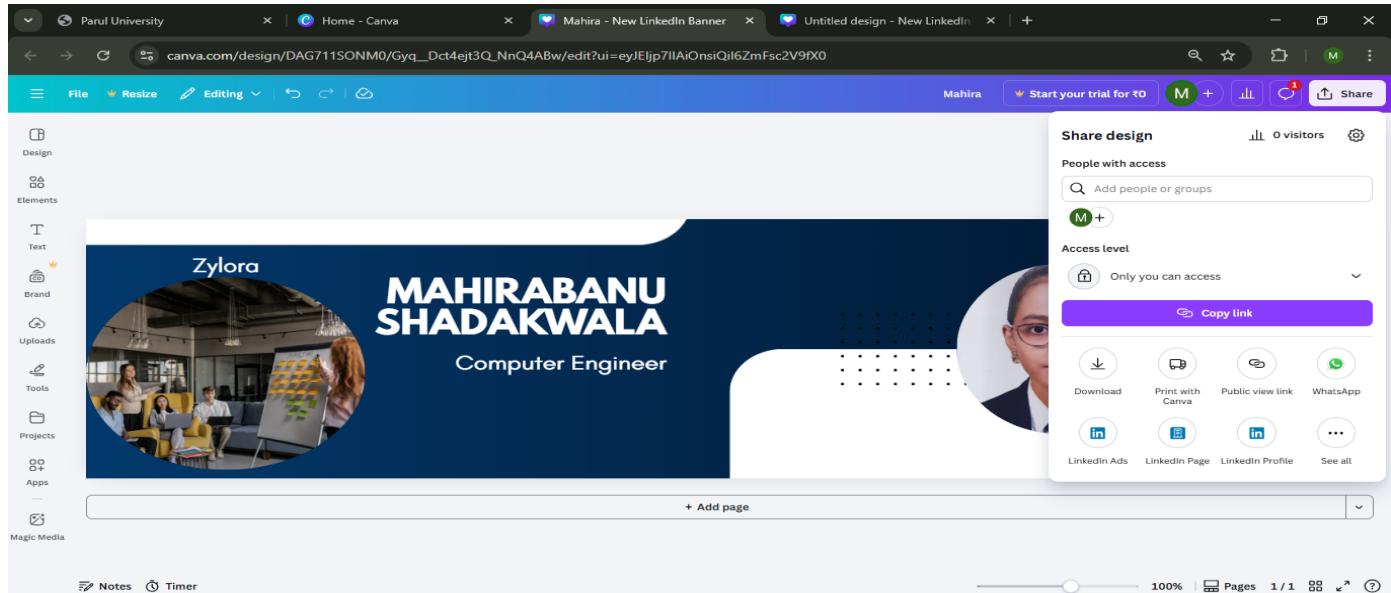


**5. Customize the Design:** Change colors, fonts, and backgrounds to match your brand theme, use alignment and spacing tools for a professional look, and apply filters or effects to enhance visuals.



**6. Preview and Finalize:** Check for spelling mistakes and alignment, then preview the final look of your design.

**7. Download the Post:** Click “Download” → Choose format (PNG/JPG) and save it locally.



## 8. Publish on Social Media:

- Log in to your chosen social media platform.
- Create a new post.
- Upload your design and write a short caption.
- Add hashtags and post it.

### Output:

