

# Module :- 5

## Question - 1

Meta : Plan a Campaign for a Budget.

## Answer

Task 2

Metrics	On Facebook	On Instagram
Budget Allocated	₹8,00,000	₹12,00,000
Impression	1,200,000	1,800,000
CTR	0.35%	0.42%
Avg Session Duration	35 Seconds	45 Seconds
No. of Add to Cart	850	1250
No. of Units Sold	210	410
Conversion Rate	8.5%	10.2%
Avg Order Value	₹2,700	₹2,900
ROAS	1.8	2.3
ROI	+42%	+68%

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## Question - 2

What is the use of E-mail marketing?

## Answer

E-mail marketing is a powerful digital marketing tool used to connect with potential and existing customers directly through their inboxes. Its main uses include:

1. **Customer Engagement:**  
Helps maintain direct communication with your audience by sharing updates, offers, and personalized content.
  2. **Lead Nurturing:**  
Converts prospects into customers by sending targeted emails throughout the buyer's journey.
  3. **Brand Awareness:**  
Keeps your brand top-of-mind with consistent, valuable, and visually appealing email content.
  4. **Promotions & Offers:**  
Allows businesses to send exclusive deals, discounts, and announcements to increase sales.
  5. **Customer Retention:**  
Builds loyalty by providing post-purchase follow-ups, newsletters, and personalized recommendations.
  6. **Cost-Effective & Measurable:**  
Compared to other marketing channels, email marketing is low-cost and offers measurable metrics like open rate, click-through rate, and conversions.
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### **Question - 3**

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

### **Answer**

#### **1. Build and Nurture Relationships**

- **Goal:** Strengthen engagement with your audience.
  - **How:** Send personalized content, welcome emails, birthday/anniversary wishes, or newsletters to stay top-of-mind.
  - **Benefit:** Builds trust and loyalty, encouraging repeat business.
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#### **2. Increase Sales and Revenue**

- **Goal:** Drive direct sales and revenue growth.

- **How:** Share promotional offers, product launches, flash sales, or abandoned cart reminders.
  - **Benefit:** Encourages customers to make purchases and boosts conversion rates.
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### 3. Enhance Brand Awareness

- **Goal:** Make your brand more recognizable.
  - **How:** Regular newsletters, content sharing, company updates, or industry insights.
  - **Benefit:** Keeps your brand visible and strengthens your position in the market.
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### 4. Generate Leads and Subscribers

- **Goal:** Grow your email list and potential customer base.
  - **How:** Offer gated content like eBooks, whitepapers, discounts, or free trials in exchange for email subscriptions.
  - **Benefit:** Helps in creating a targeted audience for future campaigns.
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### 5. Improve Customer Retention

- **Goal:** Keep existing customers engaged and loyal.
  - **How:** Send post-purchase follow-ups, loyalty program updates, or personalized recommendations.
  - **Benefit:** Encourages repeat purchases and long-term customer loyalty.
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### 6. Drive Traffic to Website or Landing Pages

- **Goal:** Increase visitors to your website, blog, or product pages.
  - **How:** Include links to blog posts, product pages, or special offers in your emails.
  - **Benefit:** Supports SEO, increases conversions, and improves engagement metrics.
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## 7. Educate and Inform Your Audience

- **Goal:** Position your brand as an authority.
  - **How:** Share educational content, tutorials, case studies, or industry news.
  - **Benefit:** Builds credibility and trust, influencing future purchase decisions.
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## 8. Gather Feedback and Insights

- **Goal:** Understand customer preferences and behavior.
  - **How:** Conduct surveys, polls, or request reviews via email.
  - **Benefit:** Helps improve products, services, and marketing strategies.
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## 9. Segment and Personalize Marketing Efforts

- **Goal:** Deliver highly targeted campaigns.
  - **How:** Segment your email list by demographics, behavior, or purchase history.
  - **Benefit:** Improves open rates, click-through rates, and conversion rates.
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## **Question - 4**

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

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

## **Answer**

<https://my.brevo.com/camp/preview/id/3>

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## **Question - 5**

What is affiliate Marketing?

## **Answer**

**Affiliate Marketing** is a type of performance-based digital marketing where a business rewards individuals or other companies (called **affiliates**) for promoting its products or services and generating a desired action, usually a **sale, lead, or click**.

## **How Affiliate Marketing Works**

### **1. Merchant/Advertiser:**

- The company or brand that sells a product or service.
- Example: Amazon, Flipkart, or any online store.

### **2. Affiliate/Publisher:**

- The person or business promoting the merchant's products through websites, blogs, social media, emails, or videos.
- Example: A blogger reviewing products or a YouTuber recommending gadgets.

### **3. Customer:**

- The person who buys the product or completes a desired action through the affiliate's link.

### **4. Affiliate Network (Optional):**

- A platform connecting merchants with affiliates and tracking sales, clicks, and commissions.
  - Example: Commission Junction, ShareASale, Amazon Associates.
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## **Types of Affiliate Marketing**

### **1. Pay-per-Sale (PPS):**

- Affiliate earns a commission when a customer makes a purchase.

### **2. Pay-per-Click (PPC):**

- Affiliate earns money based on the number of visitors they drive to the merchant's website.

### **3. Pay-per-Lead (PPL):**

- Affiliate earns a commission when a visitor completes a specific action (like signing up for a newsletter or filling a form).
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## **Benefits of Affiliate Marketing**

- Cost-effective for merchants: Only pay for results.
  - Passive income for affiliates: Earn money while promoting products.
  - Flexible: Can be done via blogs, social media, email marketing, or websites.
  - Performance-tracked: Results are measurable and transparent.
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## **Question - 6**

List some famous websites available for affiliate marketing.

## **Answer**

1. Amazon Associates
  2. ClickBank
  3. ShareASale
  4. Commission Junction (CJ Affiliate)
  5. Rakuten Marketing
  6. eBay Partner Network
  7. Bluehost Affiliate Program
  8. Shopify Affiliate Program
  9. Impact (Impact.com)
  10. FlexOffers
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## **Question - 7**

Which are the platforms you can use for affiliate marketing?

## **Answer**

- **Blogs / Websites** – Easy to create content, product reviews, and tutorials; great for long-term passive income.
  - **YouTube** – Video content like reviews or tutorials can attract viewers and generate affiliate sales.
  - **Instagram** – Share posts, reels, and stories with affiliate links or swipe-up links.
  - **Email Marketing** – Send newsletters or curated product recommendations to your subscribers.
  - **Pinterest** – Pin products with affiliate links; works well for niches like DIY, fashion, home decor, and recipes.
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## **Question - 8**

Youtube:

<https://docs.google.com/spreadsheets/d/1fgW6CPDGyl13qGzdCxj9vz6S26EJeQRtoWrtEybbGe0/edit?usp=sharing>

1. Please click on File-> Make a copy-> Rename the Document to Your Name.
2. Once you are done with your task, click on File-> Download the file in (Microsoft Excel.xlsx) extension, and download the file on your computer.
3. update into github.

## **Answer**

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