Digital Marketing Assignment 1

1. **What is the definition of digital marketing?**
   Digital marketing is a kind of market in which companies promote the product on electronic platforms like email Instagram Linked Facebook etc. I like traditional marketing where the advertisement is done through newspapers television boards etc in digital marketing all of these advertisements can be published through digital media and we can also analyze the campaign result marking it to be a success and take corrective action quickly.
   Moreover, digital marketing is also very cost-effective and we can engage a lot more audience than traditional marketing.

2. **Why is digital marketing so important?**
   following are the main problems that the marketer is facing in traditional marketing.

   Trending interest: The only way to find the trending search in a particular area was to connect to people nearby, reporters, or go through the weekly magazines or daily newspapers where the trend might vary from area to area and the traditional methods do not give us precise results.

   Target audience: In traditional marketing, audience categorization was quite difficult as tools were not there to find out what sort of product is more demanding in a particular region and the marketer had to rely only on the local market response and it was somewhere time taking process and not much cost effective also.

   Data recovery: For any campaign, real-time data analytics must be done so that the progress of the campaign can be taken in a positive approach. Traditional marketing methods lack real-time data recovery and it is very difficult to predict the result of the campaign.

   Customer feedback: Customer feedback is another method that contributes to the success of the marketing campaign and gives the scope for improvement in product quality and marketing techniques.
   In traditional marketing, customer feedback is not very fair and thus sometimes marketing results are biased.

   Advertisement Budget: Before launching any product the price of the product depends upon its marketing campaign and the cost of production, the increase in competition gives marketers tough competition to maintain a strict budget for the campaign to avoid product price hikes.
   In the traditional method it was very difficult to maintain such a strict budget as the cost of advertisement on boards, TVS, and radios was very high.

Audience reach: Audience engagement is very must for any advertising campaign and in traditional methods display advertisement can only be promoted in big cities, and metropolitan cities, and the scope of reaching out to people residing in distant places goes out.

Digital marketing gives us the freedom to find the trending searches of the target audience from where we can get the data for doing real-time analytics, also customer feedback is quite easy.
All these things can be done while maintaining a very low budget as compared to traditional marketing, also reaching out to the far away people.
Thus digital marketing does play an important role for the marketer as it provides many tools to do real-time data analysis and also opens the scope for change in marketing facilities from the result of the customer feedback.

3. **What are the essential functions of digital marketing?**
   Some of the essential functions of digital marketing are

   SEO: Search Engine Optimization: SEO is the cornerstone of any digital marketing strategy. It involves optimizing your website and content to rank higher on search engine results pages.
   Email Marketing: Marketing which is done through Email. Is basically known as email marketing and it helps in catering good amount of contacts as well.
   Social Media Marketing: In the age of social media, businesses must establish a strong presence on platforms like Facebook, Instagram, LinkedIn, and Twitter, etc.
   PPC (Pay per click): PPC advertising is an effective way to drive immediate traffic to your website. It basically means that you will have to pay only for the clicks that are done on your link and gather the traffic to your product.
   Real-time Analytics: Data analytics is a factor that helps in realizing the progress of the campaign.

4. **What is the definition of traditional marketing?**
   Traditional marketing refers to the term that was used in the early stages and also paying use in the current situations where marketers promote their product through conventional meanings such as newspapers, visiting cards, magazines, brochures, pamphlets, boards, TVs, and radios.
   Traditional marketing does not provide many marketing tools and thus it has some challenges such as maintaining the budget, target audience, etc. to which digital marketing does provide an advantage.

5. **In digital marketing, how do you locate your target audience?**
   Following are the methods to find the target audience.
   - Social media analytics: platforms such as Meta provide audience insights and post performance.

- Website analytics: tools on the website provide the traffic details and also help in analyzing the digital post-performance.
- Survey: we can create a survey to know the interests of the audience. And we can decide the strategy for product marketing depending on the survey results.
- Market research: doing market research for a competition is very much necessary. We can do market research before doing a marketing campaign to achieve success.

6. **In traditional marketing, how do you find your target audience?**

Customer reviews: In traditional marketing customer reviews it's done by physical contact with the customers by sometimes organizing an event or by filling the review form. This helps the advertisers to directly contact the customer and understand their problems and their opinions about their product and marketing campaign.

Market surveys: Market surveys are done by interacting with the product retailer, and service center, this helps them in optimizing the product quality and also gives them market response of their own product as well as competition product