

Module-5

Q-1) Meta : Plan a Campaign for a Budget below.

This is the Assignment :

https://docs.google.com/spreadsheets/d/1afX3TuMomiZekla4uOiTgqwCfvBlvkAGj_Ju1W4Qc04/edit?usp=sharing

Submissions Details:

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. create PPT link below and hit the Submit button on the (<https://careercenter.tops-int.com//>).

Answer-1

[Question 1 - Task 1 .pdf](#)

[Question 1 - Task 2.pdf](#)

Q-2) What is the use of E-mail marketing?

Answer- 2

Email marketing is used to directly communicate with potential and existing customers through personalized messages. It helps in promoting products, sharing updates, offering discounts, and building long-term relationships with customers. It is one of the most cost-effective digital marketing strategies to increase brand awareness and customer loyalty.

Uses:

- Promote new products or services
- Send offers, discounts, or festival sales
- Retarget abandoned carts
- Provide order updates or newsletters
- Build brand trust and engagement

Q-3) What goals you can achieve with the help of email marketing?

Answer- 3

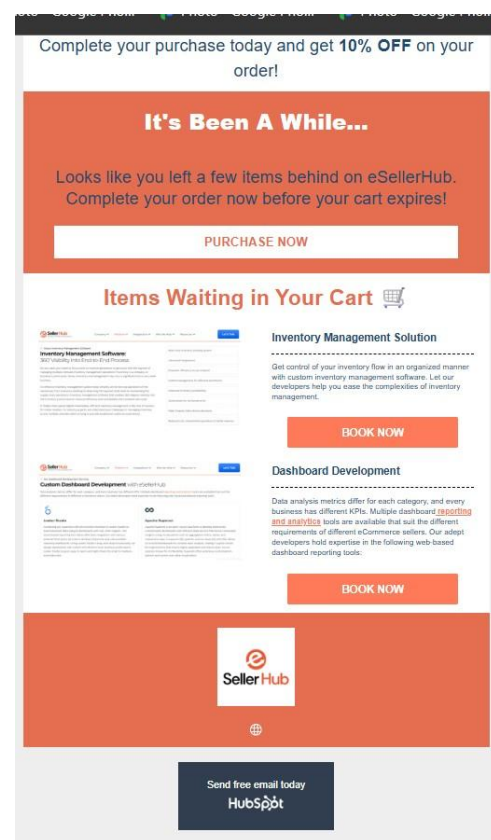
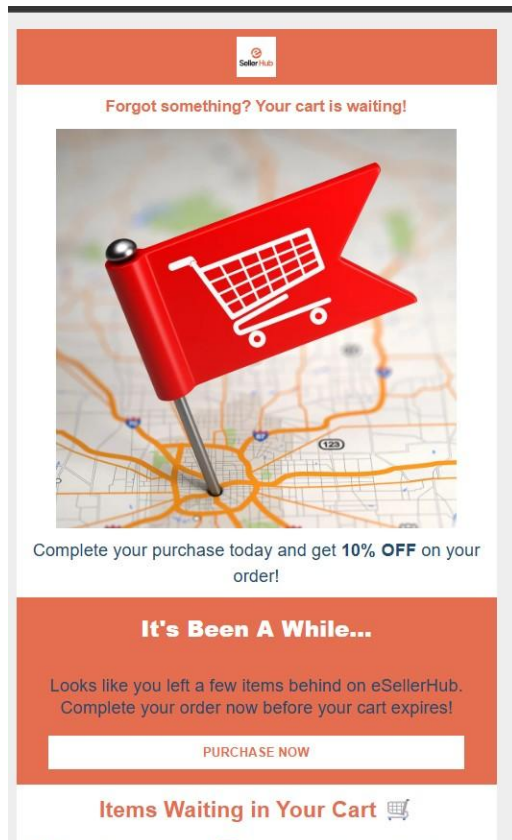
Goals:

1. Increase Sales: Promote offers or new launches directly to customers.
2. Customer Retention: Keep your existing customers engaged through newsletters and updates.
3. Lead Generation: Collect new subscribers who may become future customers.
4. Brand Awareness: Regular emails remind people about your brand.
5. Website Traffic: Add call-to-action links that bring readers to your website.
6. Customer Feedback: Use email surveys to improve products and services.

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

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

Answer- 4



Q-5) What is affiliate Marketing?

Answer- 5

Affiliate marketing is a performance-based marketing strategy where individuals (affiliates) promote a company's products or services and earn a commission for every sale or lead generated through their unique referral link.

Example:

If you promote Amazon products through your blog or YouTube channel, and someone buys using your link, you earn a percentage of the sale.

Q-6) List some famous websites available for affiliate marketing.

Answer- 6

Popular Affiliate Platforms:

1. Amazon Associates
2. Flipkart Affiliate
3. ShareASale
4. CJ Affiliate (Commission Junction)
5. ClickBank
6. Rakuten Advertising
7. Impact Radius
8. Awin

Q-7) Which are the platforms you can use for affiliate marketing?

Answer- 7

Platforms where affiliate marketing works best:

1. **YouTube** – Product reviews, tutorials, and unboxings
2. **Instagram** – Influencer posts and stories
3. **Blogs & Websites** – Product comparison and review articles
4. **Email Marketing** – Send affiliate offers to your subscriber list
5. **Facebook Groups/Pages** – Share affiliate links in niche communities

6. **Pinterest** – Visual content linking to affiliate blogs
7. **TikTok / Shorts** – Short video product recommendations

Q-8) Youtube:

<https://docs.google.com/spreadsheets/d/1fgW6CPDGyl13qGzdCxj9vz6S26EJeQRt oWrtEybbGe0/edit?usp=sharing>

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3. update into github.

Answer- 8

(OneCard): YouTube - Day 1: An Introduction to YouTube

Task 1: Competitor

Conduct the Competitor for Slice and mention the following elements in the given column.

Brand/Channel	OneCard	UniCards
YT channel Link	https://www.youtube.com/@onecardin	https://www.youtube.com/@unicards
Channel Category	Fintech / Credit Card / Lifestyle	Fintech / Pay-Later / Credit
Subscriber Count	18K+ subscribers	Around 4K subscribers
Uploads	16+ videos	20+ videos
Video Views (Total)	42M+ total views	12M+ total views
Most Popular Video	OneCard Official Ad Campaign (brand launch) – 5M+ views	#UniSoFlexi ft. Vicky Kaushal – 11.9M+ views
Last 30 Days Avg. Video Views	60K–80K	40K–50K
Last 30 Days Avg. Subscribers	150–200	100–120
Viewer Persona – Age	22–40 years	18–35 years
Viewer Persona – Gender	Male & Female (urban professionals)	Male & Female (students & young professionals)
Viewer Persona – Location	Tier 1 & 2 cities (Mumbai, Delhi, Pune, Bangalore, Ahmedabad)	Metro & semi-urban cities (Delhi, Mumbai, Hyderabad)
Viewer Persona – Interests	Finance, digital cards, premium lifestyle, tech, travel	Flexible payments, lifestyle, entertainment, rewards
Viewer Persona – Buying Behavior	Prefers cashless transactions, value transparency, tech-trusted brands	Prefers EMI/flexible payments, spends on experiences & fashion
Viewer Persona – Spending Power	₹6L–15L p.a. (mid to high income)	₹3L–10L p.a. (early earners or salaried youth)
Viewer Persona – Decision Maker(s)	Individual professionals	Young professionals and millennials
Viewer Persona – Preferred Content Type	Explainer videos, short ad films, testimonial reels	Celebrity campaigns, reels, influencer-driven ads
Viewer Persona – Voice & Tone	Professional, modern, aspirational	Youthful, trendy, energetic, fun

Task 2: YouTube Channel Analysis

List down 3 quirky YouTube Channels, mention their subscribers, average views, and analyse the channels to understand their revenue resources and mention them on the given column.

Channel Name	Subscribers	Average Views	Revenue Source
OneCard	18K+	60K–80K per video	Brand promotion, card application leads, affiliate tie-ups
UniCards	4K+	40K–50K per video	Credit card sign-ups, influencer collaborations, app installs
CRED (Similar Fintech Channel)	55K+	1L–2L per video	Sponsored content, app installs, brand awareness