

Digital Marketing

Module-5

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

- Facebook Marketing
- Instagram Marketing
- You Tube Marketing
- Email-Marketing
- Twitter Marketing
- LinkedIn Marketing
- WhatsApp Marketing

Q.-2 How many types of content we can use for Social Media Marketing? Explain any three.

- The three types of social media content that tend to get more social shares are **educational content, interactive content, and inspirational content.**

1. **Educational content :-** The social media content under education includes: **Informative blog posts.** Tips and tricks. Industry research. Case studies.

2. **Interactive content :-**

The 10 Best Interactive Ideas for Social Media

- Interactive Calculators.
- Instagram Polls.
- Quizzes.
- Live Q&A Sessions.
- Games.
- Giveaways & Contests.
- Challenges.
- Fill-in-the-Blanks Posts.

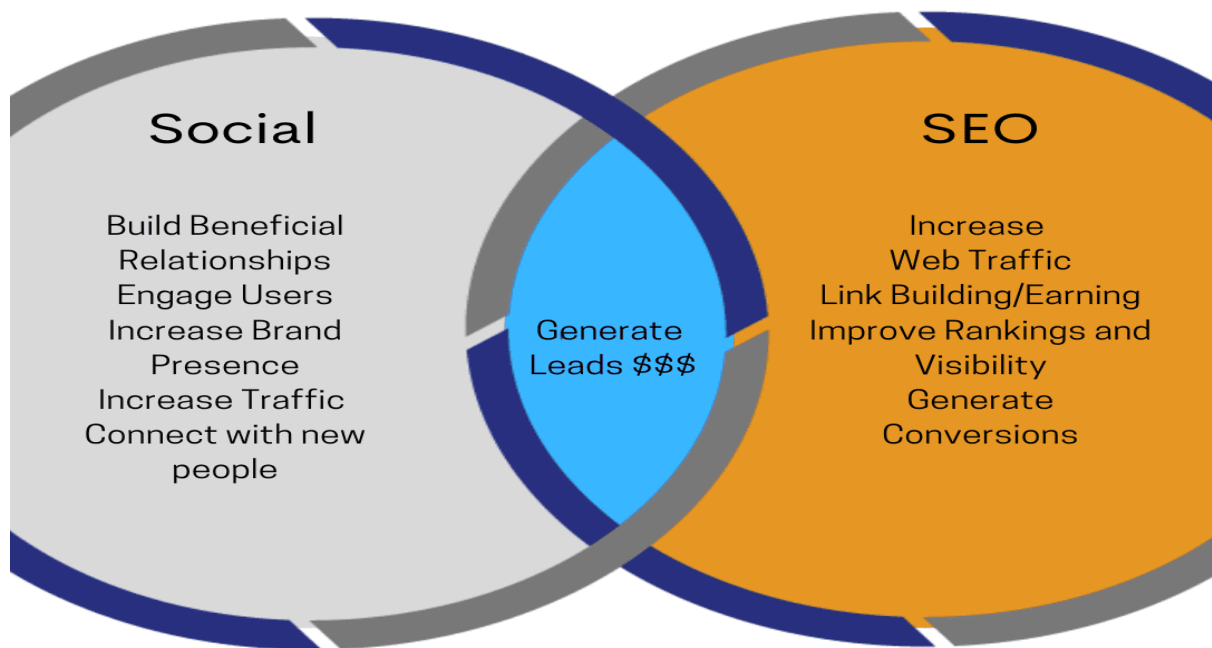
3. **Inspirational content** :- Use Real People or Activities. The best place to start is by sharing inspirational content posts that **feature real people using or engaging in activities related to your products and brand**. This not only makes your brand authentic, it also celebrates the message, values, and vision behind your brand.

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

- Social media **allows marketers to connect and engage potential customers where they are at**: LinkedIn, Twitter, Youtube, Facebook, Instagram, and even some of the younger platforms like TikTok.
- With a strong social media strategy and the ability to create engaging content, marketers can engage their audience.

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

SE(O)cial



Q.-5 What are tools we can use for Marketing on a platform like Facebook and Instagram?

- Facebook has a range of advertising solutions to support your business objectives. Choose from a variety of ad types designed to meet your business goals. Compare formats. Generate Leads. Promote your App. Grow Online Sales Today. Target The Right Audience.

Q.-6 What type of traffic you will get on platform like Linked-In?

- LinkedIn is an AMAZING source of traffic if you're **targeting professionals**. Check this article out if you want to learn how you can get ...

10 Ways To Increase Your Website Traffic Through LinkedIn

- Share As Much Content As You Can. ...
- Join Relevant Niche-Groups On LinkedIn. ...
- Create Your Own LinkedIn Group. ...
- Answer Questions On LinkedIn. ...
- Recommend People On LinkedIn. ...
- Add Work Samples To Your LinkedIn Profile. ...
- Update Your Status On A Regular Basis. ...
- LinkedIn Plugins.

Q.-7 What is the use of E-mail marketing?

- Email marketing is a form of marketing that can **make the customers on your email list aware of new products, discounts, and other services**. It can also be a softer sell to educate your audience on the value of your brand or keep them engaged between purchases. It can also be anything in between.
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Q.-8 What goals you can achieve with the help of email marketing?

- There are many more **goals** that **you can** potentially address through your **email marketing**, including getting customer referrals, encouraging repeat purchases.
- Capturing new clients ... Another **email marketing objective** par excellence is capturing new customers and **email marketing** is the ideal tool.
- **One** of the main **objectives** of an **email marketing** campaign is **to** inform your readers. Showing up in your customers' inboxes regularly presents a great.

Q.-9 Create Sign-up / Subscriber pop-up form for your blog and website using email marketing tools to collect audience data.

Q.-10 What is affiliate Marketing?

- In this sense, affiliate marketing is **essentially a pay-for-performance marketing program where the act of selling is outsourced across a vast network.**

Q.-11 List some famous websites available for affiliate marketing.

- [Comparison of Top Affiliate Marketing Networks](#)
 1. [#1\) Amazon Associates](#)
 2. [#2\) CJ](#)
 3. [#3\) impact.com](#)
 4. [#4\) Avangate](#)
 5. [#5\) Awin](#)
 6. [#6\) PartnerStack](#)
 7. [#7\) ShareASale](#)
 8. [#8\) Tapfiliate](#)
 9. [#9\) ClickBank](#)
 10. [#10\) FlexOffers](#)

Q.-12 Which are the platforms you can use for affiliate marketing?

- [GiddyUp](#)
- [DFO Global](#)
- [Amazon Associates](#)
- [Widitrade](#)
- [ClickBank](#)
- [eBay Partner Network](#)
- [Atera Nexus Program](#)
- [M4trix Network](#)
- [CJ Affiliate](#)

- [Affiliaxe](#)
- [Algo Affiliates](#)
- [ShareASale](#)
- [Fiverr](#)