**Module-5**

1. **Meta: Plan a Campaign for a Budget below.**

* **This is the Assignment :**

1. **What is the use of E-mail marketing?**

* **Email marketing** is a powerful digital marketing strategy used for various purposes, including:
* **Promoting Products & Services** – Businesses use email marketing to inform customers about new products, offers, and discounts.
* **Customer Engagement** – Helps maintain regular communication with customers, keeping them updated.
* **Lead Generation & Nurturing** – Converts potential customers into buyers by sending targeted emails.
* **Brand Awareness** – Builds brand recognition by consistently reaching the audience.
* **Customer Retention** – Encourages repeat business through loyalty programs, personalized offers, and follow-ups.
* **Cost-Effective Marketing** – Compared to traditional marketing, email marketing is affordable and provides a high return on investment (ROI).
* **Website Traffic Boost** – Emails often include links to blogs, landing pages, or product pages, driving traffic.
* **Feedback & Surveys** – Helps businesses collect customer feedback and improve services.
* **Automation & Personalization** – Enables sending automated, personalized emails based on customer behaviour.

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

* With email marketing, you can achieve:
* **Increase Sales** – Promote products and offers.
* **Generate Leads** – Convert potential customers.
* **Build Relationships** – Stay connected with customers.
* **Boost Brand Awareness** – Keep your brand in mind.
* **Improve Customer Retention** – Encourage repeat business.
* **Drive Website Traffic** – Share links to your site.
* **Increase Event Attendance** – Promote webinars and events.
* **Get Customer Feedback –** Collect reviews and insights.
* **Automate Marketing** – Send personalized, automated emails.
* **Maximize ROI** – Cost-effective and high returns.

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

* **Suggest a Subject for the email.**
* **Prepare an email.**
* **📧 Subject Line Suggestion:**

**“Forget something? Your items are waiting for you at eSellerHub”📨 Abandoned Cart Email Content:**

**Subject:** Your Cart is Ready – Let’s Get You Back on Track

**Header:** You’re Almost There – Don’t Miss Out

Hi [Customer Name],

We noticed you left some items in your cart, and we just wanted to make sure everything’s okay. Whether you got distracted or needed more time to decide, we’ve saved your cart so you can pick up right where you left off.

Your selected solutions are still here – ready to streamline your operations, centralize your marketplace orders, and save your business time and money.

🔁 **Return to your cart now** and complete your setup with eSellerHub.

[Button: **Complete My Purchase**]

Need help? Our team is here to assist you with any questions about our features or pricing.

Thanks,  
**The eSellerHub Team**  
📧 support@esellerhub.com  
🌐 [www.esellerhub.com](http://www.esellerhub.com)

1. **What is affiliate Marketing?**

* Affiliate marketing is a strategy where you promote a company’s products and earn a commission for every sale made through your referral link.

**How It Works:**

1**. Join an Affiliate Program** – Sign up with a company.

2. **Promote Products** – Share referral links on websites, blogs, or social media.

3. **Earn Commission** – Get paid for every sale or action made through your link.

**Benefits:**

* No product creation is needed.
* Passive income opportunity.
* Win-win for businesses and affiliates.

1. **List some famous websites available for affiliate marketing.**

* Amazon Associates- [Amazon.com Associates Central](https://affiliate-program.amazon.com/)

ClickBank- [ClickBank | Affiliate Marketing Hub](https://www.clickbank.com/)

CJ Affiliate- [CJ.com Home](https://www.cj.com/)

ShareASale- [Trusted Affiliate Marketing Network | ShareASale](https://www.shareasale.com/info/)

Rakuten Advertising- [Elevate Your Affiliate Marketing with the Leading Global Network](https://rakutenadvertising.com/)

eBay Partner Network- [Homepage | eBay Partner Network](https://partnernetwork.ebay.com/)

Shopify Affiliate Program- [Shopify Affiliate Marketing Program | Earn income for your referrals - Shopify India](https://www.shopify.com/in/affiliates)

Bluehost Affiliate Program- [Web Hosting Affiliate Program - Hosting Referrals](https://www.bluehost.com/affiliates)

Fiverr Affiliates- [Become a Fiverr Affiliate | Fiverr Partnerships](https://www.fiverr.com/partnerships/affiliates)

Impact- [impact.com - The All-in-One Partnership Management Platform](https://impact.com/)

1. **Which are the platforms you can use for affiliate marketing?**

* **Affiliate Networks (To Find Affiliate Programs)**
* **Amazon Associates –** Best for promoting Amazon products**.**
* **ShareASale –** Offers various brands and categories.
* **CJ Affiliate –** Connects affiliates with big brands.
* **ClickBank –** Ideal for digital products and courses**.**
* **Rakuten Advertising –** Works with global companies**.**
* **Social Media Platforms (To Promote Affiliate Links)**
* **Social Media Platforms (To Promote Affiliate Links)**

1. **Youtube:**

* [**https://docs.google.com/spreadsheets/d/1gXNncxrnEfv8yT6X-j-NvC7YswYnNmvKF0pTVNjIh\_M/edit?gid=1065451116#gid=1065451116**](https://docs.google.com/spreadsheets/d/1gXNncxrnEfv8yT6X-j-NvC7YswYnNmvKF0pTVNjIh_M/edit?gid=1065451116#gid=1065451116)