

Marketing Assignment

Topic: Consumer Behavior & Digital Marketing Strategies

Q1. Define consumer behavior. Explain why understanding consumer behavior is important for modern businesses.

Q2. What is a buyer persona? Create two buyer personas for a brand selling premium gym shoes.

Q3. Explain the difference between inbound and outbound marketing with examples.

Q4. What is A/B testing? How do companies use it for conversion optimization in ads?

Q5. Explain SEO vs Performance Marketing. Which one is better for new startups and why?

Q6. Explain the concept of the marketing funnel (AIDA Model) with a real-life example.

Q7. Define CAC and LTV. Why are they crucial for D2C brands?

Q8. How do social media platforms use consumer data for targeted advertising?

Q9. Write 5 examples of call-to-action (CTA) captions used in Instagram ads.

Q10. Explain why virality is NOT a marketing strategy.

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