

Sample Document

Q. List Traditional Marketing Vs Digital Marketing Platforms and plan.

Ans.

Traditional Platforms:

1. Radio
2. Newspaper
3. Television Ads
4. Hoardings
5. Print Media
6. Broadcasting on vehicles by speakers

Digital Marketing Platforms:

1. Google Ads
2. Social Media like Facebook, Instagram, Twitter, Youtube, and LinkedIn.
3. Email Marketing
4. Content Marketing
5. Affiliate Marketing
6. Pay-Per-Click (PPC) advertising
7. Search Engine Optimization (SEO)
8. Influencer marketing