

## Module - 5

### Module Assignment -5

Name - swati dangariya

Betch – 28 June\_dm

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

A. Social media marketing is a powerful way for businesses of all sizes to reach prospects and customers. People discover, learn about, follow, and shop from brands on social media, so if you're not on platforms like Facebook, Instagram, and LinkedIn, you're missing out! Great marketing on social media can bring remarkable success to your business, creating devoted brand advocates and even driving leads and sales.

The best social media marketing platforms for business include Facebook, YouTube, Instagram, LinkedIn, Twitter and Snapchat

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

A. 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

Educational content marketing educates your readers on topics related to your niche. By teaching your readers, rather than just selling to them, you reach a larger audience. These visitors are seeking information that will assist them in making more informative decisions about problems they are facing

##### 2. Interactive content

Interactive social posts are pieces of content specifically designed to encourage engagement between two social media parties (the creators and the viewers).

Social media engagement is defined as the act of liking, commenting, or sharing a post. To facilitate this type of behavior, the creator can make posts that include a question, poll, or survey, and posts that encourage an action—asking your audience for opinions or recommendations.

#### Best Tips to Create Interactive Content on Social Media

- Match Content with Your Audience. ...
- Interact with Infographics. ...

- Communicate With Videos. ...
- Conduct Polls & Surveys. ...
- Regular Assessment of Interaction. ...
- Feature Your Followers

### 3. inspirational content

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.

How do you create inspirational content?

Here's how:

1. Find popular stories and themes. ...
2. Take inspiration from these stories. ...
3. Present your idea to relevant journalists and bloggers. ...
4. Create and promote your content. ...
5. Do keyword research. ...
6. Create industry-leading content. ...
7. Promote your content. ...
8. Do YouTube keyword research.

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

A. Gaining brand awareness and brand recognition is one of any business' most important marketing goals. That's because consumers want to buy brands they recognize. Many shoppers even have certain degrees of brand loyalty, which leads to long-term business benefits. What are the 5 main reasons businesses use social media?

#### **5 Reasons your business needs social media**

- Improved Brand Awareness. Increasing your businesses visibility shouldn't have to be the hardest task in the world, especially with the power of social media. ...
- Cost-effective. ...
- Engage with Your Customers. ...
- Brand Loyalty. ...
- Better Customer Satisfaction.

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

A. SEO strategy considers which keywords provide the most value, along with other tools such as formatting and link building. Social media marketing is more about building online relationships and engaging with your buyer personas, creating brand awareness along the way.

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

**A. Social Media Marketing Tools :**

- Social media scheduling tools.
- Social media analytics tools.
- Social media monitoring tools.
- Social media listening tools.
- Social media reporting tools.
- Social media automation tools.
- Social media engagement tools.
- Social media customer service tools.

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

**A. 6 Here are five of the most common users.**

1. The Minimalist. Of the 600+ million members, 50% check LinkedIn on a monthly basis. ...
2. The Careerist. ...
3. The Owner/Entrepreneur. ...
4. The Contributor. ...
5. The Thought Leader.

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

A. 7 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.

Email marketing is up to 40 times more effective than social media, according to a study done by McKinsey & Company. The same study also shows that the buying process happens 3 times faster than in social media. Statistically, there are indicators that show the growing potential of email marketing.

**Q.8 What goals you can achieve with the help of email marketing?**

A. 8 However, the most important goal that a well-designed email marketing program achieves is building a relationship of trust and mutual warmth with your users. Everything else follows from there.

**Top 5 Goals for Your Email Marketing Campaign**

- Grow your subscriber list. As an email marketer, your subscribers are your most valuable asset. ...
- Increase your email open rates. ...
- Improve email click-through rates. ...
- Retain current customers. ...

- Reduce unsubscribes.

### **Q.9 What is affiliate Marketing?**

A. Affiliate marketing is an advertising model in which a company compensates third-party publishers to generate traffic or leads to the company's products and services. The third-party publishers are affiliates, and the commission fee incentivizes them to find ways to promote the company.

### **Q.10 List some famous websites available for affiliate marketing.**

#### **A. Top 10 Affiliate Marketing Websites to Check in 2023**

- Shopify Affiliate Program.
- CJ Affiliate.
- eBay Partner Network.
- Rakuten Advertising.
- ClickBank.
- Amazon Associates.
- Flipkart Affiliate Program.
- vCommission.

### **Q. 11 Which are the platforms you can use for affiliate marketing?**

#### **A. 12+ Best Affiliate Marketing Programs for 2022**

- eBay Partner Network.
- Atera Nexus Program.
- M4trix Network.
- CJ Affiliate.
- Affiliaxe.
- Algo Affiliates.
- ShareASale.
- Fiverr