Module 5

**(1) What is the use of Email Marketing?**

Email marketing is a digital marketing strategy used to:

* Communicate directly with customers via email.
* Promote products or services.
* Build customer relationships.
* Share news, offers, or updates.
* Drive traffic to a website or landing page.
* Retain existing customers through regular engagement.

**(2) What goals can you achieve with the help of Email Marketing?**

With email marketing, you can achieve:

* **Increased Sales**: Promote offers or new products to generate purchases.
* **Lead Nurturing**: Convert leads into paying customers through follow-up emails.
* **Customer Retention**: Keep your audience engaged with regular content.
* **Brand Awareness**: Stay top-of-mind by regularly appearing in inboxes.
* **Traffic Boost**: Drive users to blogs, websites, or e-commerce stores.
* **Feedback Collection**: Use surveys to gather opinions and improve services.

(3) Set up an Automation Email for [www.esellerhub.com](http://www.esellerhub.com) Abandon Cart

Hi [Tamanna Goswmai]

We noticed you left a few items in your cart on EsellerHub. Just wanted to check if you still wanted to complete your purchase.

Your cart is waiting for you – but hurry! These items may sell out soon.

As a special thank you, here’s 10% off your order. Use code: CART10 at checkout!

Need help? Contact our support team anytime.

Happy Selling,

Team EsellerHub

www.esellerhub.com

**(4) What is Affiliate Marketing?**

Affiliate marketing is a performance-based marketing model where individuals (affiliates) promote a company’s product and earn a commission for each sale, lead, or action generated through their referral link.

**(5) Famous Websites for Affiliate Marketing:**

1. **Amazon Associates**
2. **Click Bank**
3. **CJ Affiliate (Commission Junction)**
4. **ShareA Sale**
5. **Rakuten Advertising**
6. **Impact Radius**
7. **Fiverr Affiliates**
8. **Partner Stack**

**(6) Platforms You Can Use for Affiliate Marketing:**

* **Blogging platforms** (e.g., WordPress, Blogger)
* **YouTube**
* **Instagram**
* **Facebook**
* **Pinterest**
* **LinkedIn**
* **Email Marketing Tools** (e.g., Mailchimp, Convert Kit)
* **Affiliate Networks** (like Click Bank, ShareA Sale)
* **Podcasts**
* **Websites/Apps with traffic**