

Digital marketing Assignment - 2

1. In traditional marketing, what is cost analysis?

A digital marketing analysis is researches and evaluates your business, audience, and competitors to build a custom, data-driven digital marketing plan for your company. Using an online marketing analysis, your company can deliver an internet marketing strategy that speaks to your audience and converts them.

In most cases, a digital marketing analysis will include the following steps:

Reviewing your company's current marketing strategy, goals, and audience personas
Investigating your competitors' marketing strategy and target audience's online behaviour, wants, and language. Rebuilding your marketing strategy based on your findings. Every analysis is different, though.

A company that underwent a recent merger, for example, may invest in a more thorough digital marketing analysis than a business that's managed its online marketing campaigns proactively. How in-depth your review becomes will depend on your organization's status, goals, strategy, and audience.

If you're thinking about investing in digital marketing analysis services, great! A professional analysis can give your business a helpful second opinion, which can result in a stronger

Strategy that generates the leads and revenue you want.

Before partnering with a provider, research what digital marketing analysis services should include.

2. what is Digital marketing cost Analysis?

Marketing cost analysis is a strategy applied in marketing where the costs connected with selling, storing, advertising and distributing of products to particular buyers, are analysed in order to determine their profitability.

Distribution • Advertising • marketing audit • marketing research (MR) •

Marketing cost analysis is a technique that total costs of all activities in a marketing campaign. The resources invested include money, employee work hours, media purchases, and other resources. The analysis helps the company gain a clear picture of the costs of marketing activities. The intangible resources such as time and energy are critical in computing the general impact of the campaign.

Before venturing into a marketing campaign, it is vital to understand both the current and the expected costs. when computing all the costs, consider Kickstarter funds, investments, and existing profit streams. other expenses to factor in are:

- Taxes on the products
- Supply and operating costs
- Staff and training expenses

• Shipping or handling costs.

use existing analytics to estimate the costs and expenses to be involved. If it is a new venture, conduct research online and get insights from experts to provide a thorough estimation.

In most campaigns, money is a critical consideration, but it is essential to consider the brand impact, work force hours, and the alternative implementations of the budget.

3. what are the four p's of marketing?

The four Ps are the key considerations that must be thoughtfully considered and wisely implemented in order to successfully market a product or service.

They are product, price, place and promotion.

1. Product

creating a marketing campaign starts with an understanding of the product itself. who needs it, and why? what does it do that no competitor's product can do? perhaps it's a new thing altogether and is so compelling in its design or function that consumers will have to have it when they see it.

The job of marketer is to define the product and its qualities and introduce it to the consumer.

Defining the product also is key to its distribution. Marketers need to understand the life cycle of product, and business executives need to have a plan for dealing with products at every stage of life cycle.

2. Price

Price is the amount that consumers will be willing to pay for a product. Marketers must link the price to the product's real and perceived value, while also considering supply costs, seasonal discounts, competitors' prices and retail markup.

In some cases, business decision-makers may

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raise the price of a product to give it the appearance of luxury or exclusivity. or, they may lower the price so more customers will try it.

3. Place

Place is the consideration of where the products should be available, in brick-and-mortar stores and online, and how it will be displayed.

The decision is key: the makers of a luxury cosmetic product would want to be displayed in Sephora and Neiman Marcus, not in Walmart or Family Dollar. The goal of business executives is always to get their products in front of the consumers who are the most likely to buy them. (buy).

That means placing a product only in certain stores and getting it displayed to the best advantage.

4. Promotion

The goal of promotion is to communicate to consumers that they need this product and that it is priced appropriately.

Promotion encompasses advertising, public relations, and the overall media strategy of introducing a product.

Marketers tend to tie promotion and placement elements together to reach their core audiences. For example, in the digital age, the "place" and "promotion" factors

are as much online as offline. Specifically, where a product appears on a company's web page or social media, as well as which type of search functions will trigger targeted ads for the product.

4. Can you give some examples of digital advertisements?

1. Search Engine marketing (SEM)

One mark of the digital transformation is undoubtedly the use of Google (and others like Bing and Yahoo) as a source for questions on the Internet.

In Google alone, there are about 75000 searches per second. Considering that this is the most used page for surveys - the preference of 92.07% of users - how to ignore it?

Within the possibilities of advertising on search engines, the search engine marketing strategy stands out in two different techniques:

SEO (Search Engine Optimization) and paid advertising.

2. Display Advertising

Closer to the idea of traditional advertising, using the display means creating images and text to attract the user's attention.

The common method is using banner displays and ad spaces within websites specific to your audience.

For one e-commerce of sports articles,

for example the pages of a sports news paper can be a good place for the display ads.

in practise, it is the same idea as an ad on a newspaper or magazine page. It may not be as efficient when we talk about impacting a very segmented audience.

However, visual ads are excellent ways to capture the user's attention and ensure that they click on your message.

5. what are the advantages and disadvantages of digital marketing?

The advantages of digital marketing include:

- Global reach: a website allows you to find new markets and trade globally for only a small investment.
- Lower cost: a properly planned and well targeted digital marketing campaign can reach the right customers at a much lower cost than traditional marketing methods.
- Personalisation

if your customer database is linked to your website, then whenever someone visits the site, you can greet them with targeted offers. the more they buy from you, the more you can refine your customer profile and market effectively to them.

- Openness

By getting involved with social media and managing it carefully, you can build

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customer loyalty and create a reputation for being easy to engage with.

- Social currency

Digital marketing lets you create engaging campaigns using content marketing tactics.

This content can gain social currency being passed from user to user and becoming viral.

Disadvantages of digital marketing

Some of the downsides and challenges of digital marketing you should be aware of include :

- Skills and training

You will need to ensure that your staff have the right knowledge and expertise to carry out digital marketing with success. Tools, platforms and trends change rapidly and it's vital that you keep up-to-date.

- Time consuming

Tasks such as optimising online advertising campaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-investment.

- High competition

While you can reach a global audience with digital marketing, you are also up against global competition.

- Complaints and feedback

Any negative feedback or criticism of your brand is can be visible to your audience through social media and review

websites.

- Security and privacy issues

There are a number of legal considerations around collecting and using customer data for digital marketing purpose.

6. Make a list of the many types of digital marketing?

1. Content Marketing

2. SEO (Search Engine Optimization)

3. SMM (Social Media Marketing)

4. Paid Advertising

- PPC or pay - per - click

- CPM or cost - per - mile

5. Email marketing

6. Instant message marketing

7. Affiliate marketing

8. Influence Marketing

9. Mobile Marketing

10. Video marketing.