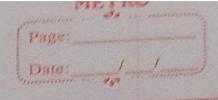
1. In traditional marketing what is cost anylsis? A digital markeling analysis is researches and evalutes your business, audience, and compelitors to build a custom a data - driven digital marketing plan for your company, using an online marketing analysis, your company can deliver an internet marketing strategy that speaks to your audience and converts them. in most cases, a digital marketing analysis will include the lollowing steps: Reviewing your company's current marketing Strategy, gools, and audience personas Investigating your competitoris marketing strategy and target audience's online behaviour, wonts, and language. Rebuilding your marketing strategy based on your findings Every analysis is different. A company that underwent a secent thereor, for Example , may invest in a more through digital marketing analysis than a business that's managed its online marketing campaigns praactively. How in-depth your review becomes will depend. on your organization's status, goals, strategy, and outdence. 1) you're thinking about investing in digital marketing analysis Services great ! A professionial analysis can give your business a helpful

second opinion, which can torust in a stronger

Strategy that generales the leads and revenue you want. Before portnering with a provider & research what digital marketing analysis Services should include . what is Digital marketing cost Analysis? Marketing cost analysis is a strategy applied in marketing where the costs connected with Selling, storing and distributing of products to particular buyers, are analysed in order to determine their prolitability. Distribution . Advertising . marketing audit . marketing research (MR) . Marketing cost analysis is a technique that total costs of all activities in a marketing Campagin . 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 vitar to understand both the current and the expected costs. when computing an the costs, consider Kickstarter Junds, invesments, and existing profit streams. Other expenses to factor in are: * taxes on the products · supply and operating costs . stoll and training expenses



· Shipping or handling costs. existing analytics to estimate the costs use and expenses to be involved. If it is a new Venture, conduct regearch online and get insights from experts to provide a through et estimation. In most campaigns, money is a critical money is a critical consideration : but it is essential to consider the brand impact , work force hours, and the alternative implementatithe budget. 0 ons

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

The four Ps are the key considerations that must be thoughtfully considered and wisery implemented in order to successiving market a product or service. They are product, price, prace and promotion .

1. Product in the same waste

an understanding of the product itself. who needs it, and why? what does it do that no competitoris product can do? perphaps it's a new thing altogether and is so compelling in its design or junction that consumers will have to have it when they see it. The job of marketer is to define the broduct and its qualities and introduce 1400 the consumer. Defining the product also is key to its distribution. Markerts need to understand the life eyele of product, and business executives need to have a plan for dealing with sproducts at every stage of life cycle.

2. Price is the amount that consumers will be willing to pay for a product. Marketers must link the price to the products real and preceived value, while also considering supply costs , scasonal discounts , competitors prices and retail markup in some cases, business decision- makers may 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-mortor 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 warmant or family Dollar. The goal of business executives is always to get their products in front of the consumers who care the most likely to by them. (buy).

That means placing a product only in certain stores and getting the 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 the promotion and placement elements together to reach their core audiences. For example, in the digital age, the "place" and "promotion" jactors

are as much anline as offline: specificancy.

where a product appears on a company's

web page or social media , as well as

which type of search functions will higger

hageled 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 Yohoo) as a Source for questions on the Internet.

In Google alone, there are about 75000

Searches for Second · Considering that this is the most used fage for surveys—the preference of 92.07 % of users—how to ignore it?

within the fossibilities of advertising on Search engines, the Search engine marketing strategy stands out in two different techniques:

Seo (Search Engine Optimi 3ation) and paid

a. Display Advertising

Closes to the idea of traditional advertising.

Using the display means creating images and

text to attract the was attention.

The common method is using banner displays

and ad spaces within websiks Specific to

your audience.

For one e-commerce of sports articles,

advertising.

for example the pages, of a sports new portal 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 and audience . However, visual ads are excellent ways to capture the cuscis attention and ensure that they click on your massage. what are the advantages and disadvantages 5. 0) degital marketing? The advantages of digital marketing include: · Global reach : a website allows you to find new markets and trade globally for only 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 1) your customer database is linked to your website , then whenever Someone Visits the site is you can greet them with targeted offers . The more they buy from you, the more your can refine your l'austomer profile and market effectively to them. · Openness By getting involved with social media and managing it carefully, you can build

for being easy to engage with. Social currency

Bigital marketing lets you create engaging campaigns using content marketing, taktics.

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

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

· skills and haining You will need to ensure that your Stall have the right knowledge and expertise to carry out digital marketing with success. , phatforms and trends change rapidly and it's vital that you keep up to date. · Jime consuming

Josks Such as optimising online adversiting Compaigns and creating marketing content can take up a lot of time. It's important to measure your results to ensure a return-on-inverment. · High competition

while you can reach a gobal addience with digital marketing, you are also up against global competition.

· Complaints and Reback

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

