

Assignment 1

1. What is the definition of digital marketing?

- Digital Marketing means how to promote products, services and brand using digital channels, devices and platforms regarding or whether they are online or not.
- For Example, the advertisement we see on the mobile app while watching YouTube video is advertisement, which is promoted via way called digital marketing.

2. Why digital marketing is so important?

- We are living in the digital world. We are busy with mobile phones, PCs etc. We are surrounded by internet actually. Companies can promote their products or services on internet easily. That's why it is a need of digital marketing.

3. What are the essential functions of digital marketing?

- Essential functions or critical components of digital marketing
 - Cost effectiveness – it is cost effective compare to traditional or direct marketing.
 - Real Time Analytics – we can analyze real time audience if we use digital marketing.
 - Effective People Reach – by using digital marketing, we can reach to right people at right time.
 - Greater Engagement – using digital marketing, we can increase the engagement of the users to advertisement.

4. What is traditional marketing?

- Traditional marketing or direct marketing is the way of promoting products offline. For example, promoting new shampoo product in newspaper ads and other print ads. Showing upcoming new mobile phone advertisement on billboards.

5. In digital marketing, how you locate your target audience?

- In digital marketing, we can locate our target audience by behavioural activities such as search history, interests and patterns etc. We can also analyse and track our marketing reach and people interaction. Moreover, we can measure the impact of marketing campaigns in real time here.

6. In traditional marketing, how you locate your target audience?

- In traditional marketing, one of the way to locate our target audience is by their demographics. We can do market research and we can consider age, gender, income etc. factors to reach our target audience. It is really difficult to track our spending in traditional marketing as we cannot measure the impact.