**Digital Marketing Assingment1**

1. What is the definition of digital marketing?

Ans: Digital Marketing is the marketing which promote product, services and brand using digital channels, devices and platforms. Digital marketing is considered both marketing ways online and offline.

1. Why is digital marketing so important?

Ans: Digital marketing is very important now a days because it improve the awareness about product. It is cost effective; we can reach as many as possible customers. It gives real time analysis. Greater engagement: people give more time to get there needs. They attracted.

1. What are the essential functions of digital marketing?

Ans: **Digital marketing company, client, digital marketer** these are the important role of DM.

Marketers have had to adjust their roles and functions to suit these new changes. The functions of a modern digital marketing agency now focus more on advertising, marketing and campaigns on digital and web-based platforms.

One important factor is the product or service being marketed and the target audience.

When people look out their marketing vision, **promotion** is usually at or near the top of that list. Promotional strategies often overlap with other business units and awareness-building activities, such as advertising and public relations. From a marketing perspective, promotion can include everything from[content marketing](https://www.brafton.com/content-marketing/) and email marketing to social media and influencer marketing.

marketer’s job is to **sell** their products to customers-Every marketing decision, from your brand messaging to your campaign themes, should support the ultimate goal of increasing sales.

Marketing teams may identify new growth opportunities. Marketing research can also inform how brands set the **price** of a product**. value of your brand directly impacts your pricing strategy. Financing is** ongoing concern for business owners and company leaders**.**

**Distribution** channels comes down to understanding who your target customer is, how they view your brand and where they expect to find you. And many more.

1. What is the definition of traditional marketing?

Ans: Traditional Marketing is the way **to promote** your **brand** except digital way. TM is a way to market the product, services and brands in **traditional way** like ads in magazine or newspapers, business cards. It also includes commercials on radio or **TV, posters. banners, hoardings**.

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

Ans: **Target audience are the** groups of people in which **you** want to focus **your** brand marketing. The target audience will guide many of our marketing decisions, we need to reach the people who will benefit from. Target audience may be finding by age, gender, location, interests, need of customers, incomes. we use digital channels for DM. like FB ads, Instagram ads, digital marketing campaign, web URL, twitter, and many more online.

1. In traditional marketing, how do you find your target audience?

Ans: using four P's- **product, price, promotion and place**. The videos were specifically targeted to the audiences they had in mind.TM involve **advertising through newspapers, magazines, telephone books, radio, and TV**, **hoardings. we can also achieve by direct mail,**