

## **Module 5**

### **(1) [Dame Essentials Project](#)**

### **(2) *What is the use of E-mail Marketing?***

Email marketing is used to communicate with customers directly through emails. It helps businesses promote products, share important updates, build customer relationships, increase sales, and retain existing customers. It is one of the most cost-effective digital marketing methods.

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

Email marketing helps achieve several goals, such as:

1. Increasing sales through product promotions and offers.
2. Building customer relationships with regular updates and newsletters.
3. Improving customer retention by sending reminders, follow-ups, and loyalty messages.
4. Driving website traffic through clickable links in emails.
5. Automating customer journeys such as welcome emails, order confirmations, or abandoned cart reminders.
6. Creating brand awareness by staying regularly in touch with customers.

#### ***(4) Automation Email for esellerhub.com – Abandoned Cart***

##### **Subject**

*“You Left Something in Your Cart – Complete Your Purchase at eSellerHub”*

##### **Email**

Hi,

We noticed that you added some items to your cart on eSellerHub but did not finish your checkout.

Your selected items are still saved for you. You can easily return to your cart and complete your order in a few simple steps.

Completing your purchase will give you access to powerful tools that help manage and grow your eCommerce business.

If you have any questions or need support, our team is always ready to help.

Complete your purchase here: [https: esellerhub](https://esellerhub)

Thank you

#### ***(5) What is Affiliate Marketing?***

Affiliate marketing is a performance-based marketing method where a person (called an affiliate) promotes another company's products or services. The affiliate earns a commission each time someone buys a product through their referral link. It is a popular way to earn income online through content creation, blogs, videos, or social media.

## **6) *List some famous websites available for Affiliate Marketing***

Some well-known affiliate marketing platforms include:

1. Amazon Associates
2. Flipkart Affiliate Program
3. ShareASale
4. CJ Affiliate (Commission Junction)
5. Awin
6. Impact Radius
7. Rakuten Advertising
8. ClickBank
9. PartnerStack

## **(7) *Which platforms can you use for Affiliate Marketing?***

Affiliate marketing can be done on several platforms where you can share content and links. These include:

1. **Blogs and Websites** – Writing product reviews, guides, and SEO content.
2. **YouTube** – Creating video reviews, tutorials, and product comparisons.
3. **Instagram** – Posting reels, stories, and product recommendations.
4. **Facebook Pages and Groups** – Sharing product links in community posts.
5. **Pinterest** – Creating pins with product images and links.

6. **Email Marketing** – Adding affiliate links in newsletters and email sequences.
7. **WhatsApp and Telegram Channels** – Sharing offers and product links with the audience.
8. **Short-video platforms** like TikTok or other similar apps.

(8) [Youtube](#)