



Centre for Distance and Online Education

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Subject Code: OMC 404 B

Subject Name: Digital Marketing

Programme Name: MCA - ODL

Semester: 04

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Signature of the Student

Student ID: 233512013

Signature:

A handwritten signature in black ink, appearing to read "Deepankar Sharma".

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Ans 1

Advantages of Digital Marketing

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- ① Wider Reach : Access to a global audience through online platforms.
- ② cost effective : lower cost than traditional media (TV, print)
- ③ Targeting : precise targeting using demographics, interests and behaviour
- ④ Measurable : performance tracked through analytics tools (CTR, conversions)
- ⑤ Engagement : direct interaction via comments, emails, chats and social media.

Shortcomings of Digital Marketing

- ① High competition : difficult to standout in a saturated market.
- ② Dependence on Technology : relies on internet access and digital devices.
- ③ Security & Privacy concerns : risk of data leak, spam and hacking.
- ④ Ad Blindness : users may ignore ads due to over-exposure.
- ⑤ Changing Algorithms : platforms like google & facebook frequently update rules.

Ques 02

Mobile Marketing

Mobile Marketing targets users on smartphones and tablet through SMS, mobile app, push notifications, and mobile optimized websites.

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Importance of Mobile Marketing

- ① Mobile usage is higher than desktop.
- ② Allow location based targeting (geo-targeting).
- ③ Enables personalization (app notifications, in-app ads).
- ④ Instant communication (SMS, WhatsApp marketing).

Effect on Digital Scenario

- ① Mobile-first indexing by Google (websites optimized for mobile rank higher).
- ② Increased use of mobile wallets and m-commerce.
- ③ Growth of short form content
 - Reels by Instagram, Facebook
 - TikTok
 - shorts by YouTube

Ques 3

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Analytics in Digital Marketing

Analytics helps track user behaviour, campaign performance, ROI, and trends.

Importance

- ① Identifies strengths and weaknesses in campaigns.
- ② Helps in customer segmentation and personalization.
- ③ Guides budget allocation for paid ads.
- ④ Improves customer experience based on insights.

Common Tool: Google Analytics

Google Analytics tracks user demographics, inbound & outbound website traffic, bounce rate, conversions and sources of the traffic.

It also helps the business optimize websites and the campaigns.

Social Media Tools

Some of the commonly used social media tools are:

- ① Facebook Ads Manager : It is a end to end tool which offers paid ad campaigns, retargeting, and audience insights.
- ② Instagram : Instagram is a popular choice for influencer marketing, visual storytelling and the reels and stories.
- ③ Twitter (X) : Twitter is another tool for real time updates, brand awareness and the trending hashtags.
- ④ LinkedIn : LinkedIn is a common choice for B2B marketing, lead generation & professional networking.
- ⑤ YouTube : Video Marketing, ads, tutorials & brand awareness.

Tools like Buffer / Hootsuite are used to schedule posts, monitor engagement & analytics.

Ques 5

Emails are a very common way of digital promotions because of following reasons:

- ① cost effective, direct reach to customers.
- ② can be personalized (name, preferences)
- ③ high ROI compared to other channels.
- ④ useful for promotional offers, newsletters etc.

sample promotional email

Subject : Stay ahead of Time - New X Smartwatch

Hello [Customer-Name],

Upgrade your lifestyle with all new X Smartwatch - designed to keep you connected fit and healthy.

features

- ① Heart Rate & Sleep Monitor
- ② GPS and Fitness Tracking
- ③ Seamless Mobile Connectivity
- ④ Stylish design with Long Battery life

 Shop now to get 20% OFF

 link to shop

Stay Smart, Stay Ahead

Team X Smartwatches

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