

DIGITAL MARKETING Q.B.

Module-1

1. Explain Search Engine Marketing and Affiliate Marketing.
2. Discuss the benefits of Digital Marketing and challenges of digital marketing
3. Illustrate what are the today's leading Digital marketing channels? Explain with their advantages and disadvantages
4. Explain the steps to Create Digital Marketing Plan.
5. To start your business conducting a SWOT Analysis is absolutely necessary. Explain
6. Elucidate how Digital marketing is used over traditional marketing.
7. Discuss how will you conduct SWOT Analysis on digital marketing
8. Discuss critical strengths and applications of digital marketing.
9. Discuss the different types of digital marketing channels with suitable examples
10. Define digital marketing. Explain the challenges of digital marketing
11. Discuss Facebook marketing, LinkedIn marketing and Twitter.
12. Illustrate the initial steps to create the digital marketing plan.

Module-2

1. Write a note on Google AdWords.
2. Explain the important factors of On-Page SEO.
3. Explain value chain CRM model
4. Elaborate on SEO and its application in digital marketing
5. Explain the benefits and challenges involved in SEO
6. Explain the best practices of SEO
7. Discuss the components of CRM
8. Explain IDIC model in CRM
9. Explain off-page Search Engine Optimization (SEO)
10. Illustrate how to Determine the Right “Keyword Match” in Keywords
11. Explain QCI model with a neat diagram.
12. Explain the benefits and challenges involved in SEO.
13. Explain the factors to form a successful CRM system.
14. List out the Cons and Pros of SEO
15. Explain the steps to create Google AdWords.
16. Discuss the Payne’s and Frow’s Five Process model in CRM
17. Explain the different types of Search Engine Optimization(SEO)
18. Define CRM and Explain the objectives of CRM

Module-3

1. To attain a good marketing strategy describe the best characteristics of social media marketing.
2. Expound the different streams of business opportunities in Instagram.
3. Illustrate the steps in social media marketing plan.
4. Consider you are a marketing manager for a small Sportswear brand that is now looking to establish in Facebook. Explain how you will create a Facebook page.
5. Create a Social Media Marketing goals that solve your biggest challenges in 20th century.
6. Explain
7. Generalize how to create a winning Instagram marketing strategy.
8. Describe the Most Important Metrics in Social Media Marketing plan.
9. Outline the social media marketing with a Realtime example.
10. Generalize the Instagram Business Ideas for Aspiring Entrepreneurs.
11. Discuss the complementary unseen tools for Instagram marketing.
12. Followers play a major role in social media campaign success. Critically evaluate this statement.
13. Determine the steps to follow in Social Media Marketing Plan of Action.
14. Alice wants to create a Facebook page for advertising his business in social media. Help him out the steps involved in creation of Facebook account.
15. Describe the social media marketing suggestions to lead off your social media campaigns.
16. Generalize how to Optimize the Instagram profile for small business.
17. Discuss the business opportunities in Instagram.
18. Illustrate the characteristics of a Successful Social Media Marketer.
19. Illustrate how Social Media Marketing goals that solve your biggest challenges.

Module-4

1. Describe the various optimization techniques which helps the YouTube channel to get the maximum outreach.
2. Discuss the most widely used YouTube ad formats allow your business to capitalize on the millions of partners videos already present on YouTube.
3. Demonstrate the steps to set up an effective LinkedIn Ad Campaign.
4. If you are the marketing manager for apparel software company, what type of LinkedIn marketing ads you will run and will you target.
5. Describe the major YouTube marketing trends adopted by You tube to meet the changing customer behaviour.
6. Demonstrate the LinkedIn Scheduling Tools with their features, Pros and Cons.
7. Describe the major YouTube marketing trends adopted by You tube to meet the changing customer behaviour.
8. Explain the list of goals to be achieved in YouTube ad campaign.
9. Demonstrate the LinkedIn Analytics Tools with their features, Pros and Cons.
10. Explain the YouTube marketing and how to create a YouTube channel.
11. Discuss the four sections of YouTube analytics dashboard that allows marketers to assess their customers in parametric way.
12. Generalize the LinkedIn tools based on marketing, analytics, scheduling.
13. Explain the four sections of YouTube analytics dashboard that allows marketers to assess their customers in parametric way.
14. Discuss about the LinkedIn Campaign Objectives which are categorized into three sections based on the buyer's journey.
15. Illustrate the steps in creating campaigns on LinkedIn Marketing.
16. Explain the list of goals to be achieved in YouTube ad campaign.
17. LinkedIn can show business ads at various places. Describe the various ad placements supported by LinkedIn.
18. Demonstrate the LinkedIn Marketing Tools with their features, Pros and Cons

Module-5

1. Explain the different process for cost management in digital marketing
2. Discuss the metrics are used to judge the overall success of email marketing:
3. Describe the steps for creating the Email marketing campaign.
4. Discuss the steps for digital marketing budgeting.
5. Explain the strengths and weakness of Email Marketing.
6. Outline the steps for creating a Email marketing plan in detail.
7. Explain the advantages and disadvantages of email marketing
8. Explain how to create an email marketing plan
9. Illustrate the steps to creating and launching a successful E-Mail Marketing Campaign.
10. Explain the terms for measuring the Success of Email Marketing
11. Describe the steps to set a Digital Marketing Budget.
12. Outline how the Cost Management process in Digital marketing