MODULE : 5

Qs. 1. Meta : Plan a Campaign for a Budget below.

Campaigns	2043539696395045 (204353...)	Opportunity score			Review and publish	...	

All ads | Actions | Had delivery | Active ads | + See more | Create a view

Search to filter by: name, ID or metrics

Campaigns	Ad sets	Ads		Last 30 days: 24 Nov 2025 - 23 Dec 2025

+ Create | Duplicate | Edit | A/B test | More | Columns: Performance | Breakdown

	Off/On	Campaign ↑↓	Delivery ↑	Actions	Results ↑↓	Cost per result ↑↓	Budget ↑↓	Amount spent ↑↓	

Create new campaign   ✕

⚠ **Account info needed**

We need to confirm a few details about your account before you can publish an ad. You can either go to account overview to confirm this info before you start creating, or do this later.

[Go to Account overview]

Choose a buying type ⓘ

Auction ▾

Choose a campaign objective

○ 📢 Awareness
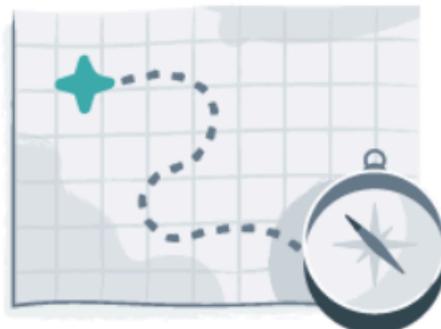
○ ↖ Traffic

○ 💬 Engagement

○ ▽ Leads

Your campaign objective is the business goal you hope to achieve by running

About campaign objectives   [Cancel]   [Continue]

Create new campaign

╳

> ⚠️ **Account info needed**
>
> We need to confirm a few details about your account before you can publish an ad. You can either go to account overview to confirm this info before you start creating, or do this later.
>
> [Go to Account overview]

Choose a buying type ⓘ

| Reservation ▾ |
| --- |
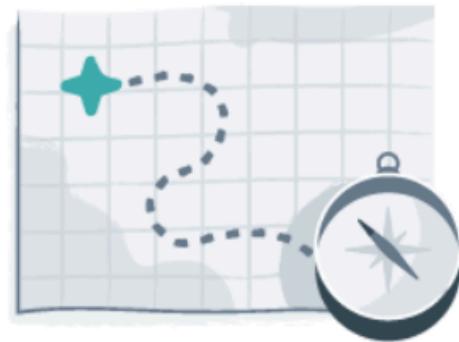
Choose a campaign objective

◯ 📢 Awareness

◯ 💬 Engagement

Your campaign objective is the business goal you hope to achieve by running

About campaign objectives   [Cancel]   [Continue]

Create new campaign   ✕

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[Go to Account overview]

Choose a buying type ⓘ

| Reservation | ▾ |
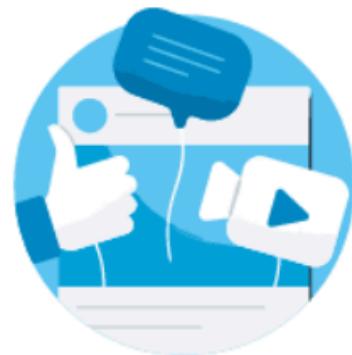
Choose a campaign objective

◯ 📢 Awareness

⦿ 💬 Engagement

Engagement

Get more Page likes, event responses or post engagement.

About campaign objectives   [Cancel] [**Continue**]

⊘ **Campaign name**

Customer Persona | Create template

⊘ **Campaign details**

Buying type

Reservation ▾

Campaign objective ⓘ

Engagement

⊘ **Special Ad Categories**

Declare if your ads are related to financial products and services, employment, housing, social issues, elections or politics to help prevent ad rejections. Requirements differ by country. About Special Ad Categories

Categories

Select the categories that best describe what this campaign will advertise.

Declare category if applicable ▾

Close | ✓ All edits saved

Create Page

X

A Page is required to run ads. Create one to help people find and interact with your brand, business or organisation. Learn more

Page name

Use the name of your brand or business, or a name that explains what your Page is about. Learn more

| Customer Persona | 16/75 |

Category

Search and select a category that describes what type of organisation or topic your Page represents. You can add up to three. Learn more

🔍 A customer persona is a semi-fictional, data-driven profile repres...

Profile picture ⓘ

Use a logo or image that helps people identify your Page in search results.

🖼 Add profile picture or drag and drop to upload

See more options ▼

Cancel   Create Page

Qs. 2. What is the use of E-mail marketing?

Ans : Email marketing is one of the oldest and most popular digital marketing techniques. It is a way for businesses to send messages directly to people's email inboxes to promote their products, services, or updates.
It is mainly used for the following purposes:

1. Direct Communication

○ Businesses can communicate directly with their customers without intermediaries.

○ Emails go straight to the customer's inbox, ensuring personal engagement.

2. Building Customer Relationships

○ Helps companies stay connected with customers by sending regular updates, offers, and newsletters.

○ Builds trust and brand loyalty over time.

3. Promotion of Products & Services

○ Promotes new launches, discounts, or exclusive deals through promotional emails.
○ Encourages repeat purchases and brand recall.

4. Cost-Effective Marketing Tool

○ Email campaigns are cheaper than traditional advertising.
 ○ Businesses can reach thousands of customers with minimal investment.

5. High ROI (Return on Investment)

○ With low costs and measurable results (open rate, CTR, conversion rate), it offers one of the best ROI in digital marketing.

6. Customer Engagement & Retention

○ Keeps your audience informed about updates, tips, or upcoming events.
○ Re-engagement emails can bring back inactive customers.

7. Personalized Marketing

○ Emails can be customized based on customer behavior, interests, or demographics.
○ Improves response rates and conversion through personalized content.

8. Driving Website Traffic

○ Includes links and CTAs (Call-to-Action) that lead users back to websites, blogs, or online stores.

9. Lead Generation & Conversion

○ Encourages users to sign up, download resources, or make purchases, helping convert potential leads into customers.

Qs. 3. What goals you can achieve with the help of email marketing?

Ans : Goals You Can Achieve with the Help of E-mail Marketing According to your uploaded file digitalmarketing_slide.pdf digitalmarketing_slide and standard digital marketing practices, email marketing is not just about sending messages — it's a strategic tool to achieve multiple marketing and business goals.

1. Increase Brand Awareness

● Regular emails (newsletters, offers, updates) keep your brand in front of the customer's eyes.

● Helps people remember your company when they think of products or services you offer.

● Makes your audience familiar with your brand's tone, style, and values.
Example: Weekly newsletters from "DIGIN Creative Hub" showcasing success stories or digital marketing tips help reinforce your brand image.

2. Generate & Nurture Leads

● Email marketing helps capture new leads through sign-ups, gated content, or promotions.

● Once you have a list, you can nurture leads with regular, valuable content until they're ready to buy.

 Example: Sending follow-up emails after someone downloads your service brochure to guide them toward making a purchase.

3. Drive Sales & Conversions

● Sending special discounts, limited-time offers, and product recommendations directly drives purchases.

● Retargets customers who abandoned their carts or showed interest in a service.

 Result: Increased product sales, more bookings, and higher conversion rates.

4. Improve Customer Engagement

● Emails are used to connect personally with your audience — through surveys, greetings, or event invitations.

● Interactive emails (polls, links, videos) improve user participation.

 Example: "Rate our service" or "Tell us your feedback" emails encourage active communication.

5. Enhance Customer Retention & Loyalty

● Email marketing builds long-term customer relationships.

● Sending personalized messages, loyalty rewards, and birthday wishes keeps customers emotionally connected.

 Example: A "Thank you for 1 year with us" email makes customers feel valued.

6. Promote New Products or Services

● Businesses can instantly announce launches, updates, or upcoming events to thousands of subscribers.

● Helps in generating excitement and quick awareness.

 Example: "Launching our new SEO package — limited early-bird offers available!"

7. Drive Website Traffic

● Every email can include links to your website, blog, or landing page.

● Boosts organic traffic and helps in SEO indirectly through user engagement.

 Example: "Read our latest blog on Digital Trends 2025" with a clickable CTA.

8. Collect Feedback & Insights

● You can use emails to run surveys or polls to learn what customers like or want to improve.

● Data gathered helps refine marketing strategies and services.

 Example: "How did you like our new campaign?" → Links to a Google Form or quick survey.

9. Build Personalized Customer Experiences

● With automation and segmentation tools (like Mailchimp or HubSpot), businesses can send personalized content based on user interests or past behavior.

● Increases relevance and open rates.

Example: Sending separate content to students, professionals, and entrepreneurs based on their profiles.

10. Measure Marketing Performance

● Email marketing allows you to track measurable results such as:
○ Open Rate
○ Click-Through Rate (CTR)
○ Conversion Rate
○ Unsubscribe Rate

● These insights help optimize future campaigns and improve ROI.

Qs. 4. Set-up an automation email for www.esellerhub.com abandon cart.

● Suggest a Subject for the email.
● Prepare an email

Ans :Subject

Hi {{First Name}},

We noticed you were just moments away from completing your eSellerHub purchase — and we didn't want you to miss out.

With **eSellerHub**, you can:

- ✅ Manage all your marketplace orders from one dashboard
- ✅ Automate listings, inventory, and shipping
- ✅ Reduce manual work and scale your online sales faster

Your cart is still saved and ready for you.

👉 **Complete your setup now and start selling smarter:**
{{Restore_Cart_Link}}

If you have any questions or need help choosing the right plan, our support team is always happy to help.

Don't let extra sales slip through the cracks — eSellerHub is built to simplify and grow your eCommerce business.

Warm regards,
The eSellerHub Team

Qs. 5. What is affiliate Marketing?

Ans : Affiliate Marketing is a performance-based marketing strategy where a business rewards third-party partners (called affiliates) for generating traffic, leads, or sales through their marketing efforts.

How It Works (Step-by-Step Process):

1. The Business / Advertiser: A company or brand that wants to sell its products or services (e.g., Amazon, Flipkart, or Bluehost).

2. The Affiliate / Publisher: A person or website owner who promotes the business's products using affiliate links (e.g., bloggers, influencers, YouTubers).

3. The Customer: The person who clicks on the affiliate's link and makes a purchase.

4. The Affiliate Network (Optional): A platform that connects businesses with affiliates and tracks sales, clicks, and commissions (e.g., CJ Affiliate, ClickBank).

5. Commission: When the customer buys through the affiliate link, the affiliate earns a percentage of the sale (e.g., 5–30% depending on the program).

Example: Let's say you join Amazon Associates (Affiliate Program) —
● You promote a digital camera on your blog or YouTube.
● You share your affiliate link (a unique tracking link).
● When someone clicks that link and buys the camera, Amazon pays you a commission — usually a percentage of the sale value.