

## Assignment (Module 5)

Q-1 Meta : Plan a Campaign for a Budget below

Task 1:

[https://github.com/maitryvasani/17Sept\\_DM\\_Maitry/blob/main/Q-1\(Task%201\).pdf](https://github.com/maitryvasani/17Sept_DM_Maitry/blob/main/Q-1(Task%201).pdf)

Task-2:

[https://docs.google.com/spreadsheets/d/1EZZRHnjYrj7th4mxrs9icXpXroS-MFF\\_ICYHm31x41E/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1EZZRHnjYrj7th4mxrs9icXpXroS-MFF_ICYHm31x41E/edit?usp=sharing)

Q-2 What is the use of Email Marketing?

Ans: Email marketing is used to build relationships, promote products or services, drive sales, retain customers, and increase brand awareness—all through direct, targeted communication with subscribers. It's cost-effective and helps businesses stay engaged with their audience.

Q-3 What Goals Can You Achieve with the Help of Email Marketing?

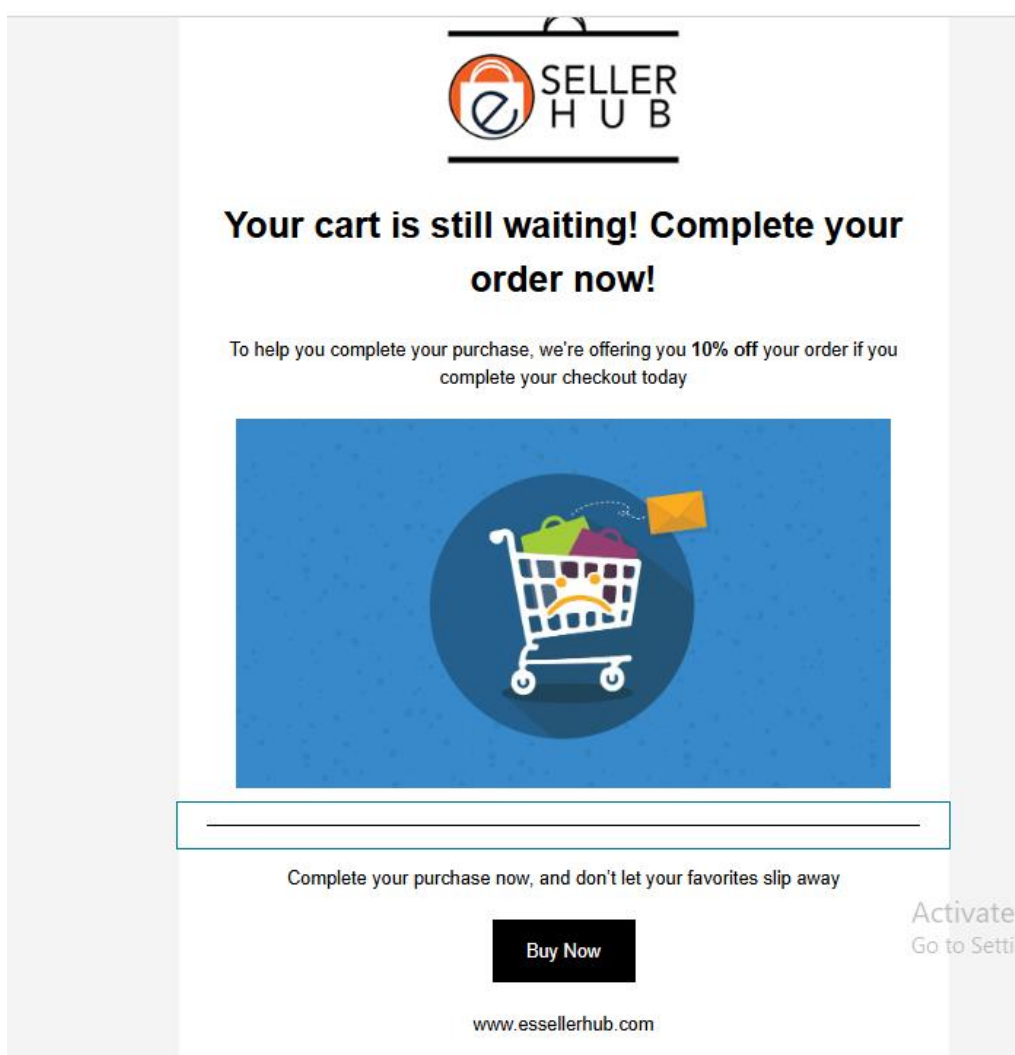
Ans: With email marketing, you can achieve several key goals:

- **Increase Sales:** Promote products, services, and special offers to drive conversions.
- **Boost Customer Retention:** Keep customers engaged with personalized content and loyalty rewards.
- **Enhance Brand Awareness:** Stay top of mind with regular newsletters and updates.
- **Build Relationships:** Nurture relationships with your audience by delivering valuable, relevant content.

- **Grow Your Audience:** Expand your email list by encouraging sign-ups and reaching new customers.
- **Improve Customer Engagement:** Encourage clicks, feedback, and interaction with compelling content.
- **Generate Leads:** Attract potential customers through targeted campaigns and offers.

Q-4 Set-up an automation email for [www.esellerhub.com](http://www.esellerhub.com) abandon cart.

Ans:



Q-5 What is Affiliate Marketing?

Ans: Affiliate marketing is a performance-based marketing strategy where businesses reward affiliates for driving traffic or sales to their website through the affiliate's marketing efforts. Affiliates typically promote a business's products or services using unique links or codes, and when someone makes a purchase or

completes an action through that link, the affiliate earns a commission.

Q-6 List some famous websites available for affiliate marketing

Ans: Here are some popular Indian affiliate marketing websites where you can sign up and start promoting products or services to earn commissions:

1. **Amazon India Associates:** Amazon's affiliate program allows you to promote millions of products from Amazon.in and earn commissions when someone makes a purchase using your affiliate link
2. **Flipkart Affiliate Program:** Flipkart is one of India's largest e-commerce platforms, and their affiliate program allows you to promote a wide range of products
3. **VCommission:** VCommission is one of India's largest affiliate networks, offering partnerships with various brands across different industries
4. **Admitad India:** Admitad is a global affiliate network with a strong presence in India. It connects publishers with advertisers across multiple categories
5. **Club Factory Affiliate Program:** Club Factory is a popular online marketplace in India, and they offer an affiliate program for influencers and marketers
6. **BigRock Affiliate Program:** BigRock is a popular domain registration and hosting service in India, and they offer an affiliate program for promoting their services

Q-7 Platforms You Can Use for Affiliate Marketing

Ans: In India, several affiliate marketing platforms cater to both affiliates and merchants, offering a wide range of products and

services to promote. Here are some popular platforms you can use:

- **Amazon Associates:** One of the most well-known affiliate programs globally and in India, Amazon Associates allows affiliates to promote products across various categories and earn commissions on sales.
- **Awin:** Awin was formerly known as Affiliate Window. It boasts of over 13,000 advertisers and is the best platform for affiliate marketing. An affiliate marketer will have to apply to advertising merchants within the network to generate links.
- **Flipkart Affiliate:** Flipkart is one of the top e-commerce platforms in India. Through their affiliate program, you can promote a wide range of products and earn commissions.
- **MobiCommerce:** Specializes in mobile-related products and services, making it a good choice for affiliates looking to promote apps, mobile accessories, and more.
- **BigRock Affiliate Program:** BigRock offers affiliate programs for web hosting and domain registration services, making it a great option for affiliates in the tech or digital marketing space.

Q-8 Youtube:

[https://docs.google.com/spreadsheets/d/1mRFZ810gm7PtZPtxmVbvEA-bDxUIj-m259il\\_cuogKw/edit?usp=sharing](https://docs.google.com/spreadsheets/d/1mRFZ810gm7PtZPtxmVbvEA-bDxUIj-m259il_cuogKw/edit?usp=sharing)