SHEKHAWATI INSTITUTE, SIKAR
BCA-309
DIGITAL MARKETING LAB

Search Engine Optimization (SEO)

1. Write a 500-word SEO-optimized blog post on "Best Digital Marketing Strategies?
2. Conduct an SEO audit for a website and suggest 5 improvements?
3. What are the differences between do-follow and no-follow backlinks?

Content Marketing

4. Write a LinkedIn post that promotes an upcoming webinar?
5. Create a 7-day social media content calendar for a fashion brand?
6. Write a customer case study for a business of your choice?

Social Media Marketing

7. Develop a 30-day Instagram content plan for a fitness brand?
8. Compare Facebook and LinkedIn marketing strategies for B2B businesses?
9. What strategies would you use to grow an organic Twitter following?
10. Identify 5 trending social media post ideas for the travel industry?

Email Marketing

11. Write a welcome email for a new subscriber to an e-commerce newsletter?
12. Compare the effectiveness of plain-text emails vs. HTML-designed emails?
13. Write a promotional email for a 50% discount sale?

Pay-Per-Click (PPC) Advertising

14. Set up a Google Ads campaign with a $500 budget for an online store?
15. Write ad copy for a Google Search Ad targeting "best running shoes?
16. Compare the benefits of Facebook Ads vs. Google Ads?
17. Develop a YouTube Ads strategy for a SaaS company?
18. Set up a Facebook Retargeting Ad campaign for a website?

Website & Conversion Rate Optimization (CRO)

19. Identify three major UX issues on a website and suggest fixes?
20. Conduct a heatmap analysis for a website's homepage?
21. Develop a CRO strategy for a subscription-based business?

Influencer & Affiliate Marketing

22. Explain the key metrics to evaluate an influencer's performance?
23. Suggest three strategies to increase affiliate sales?
24. Develop an influencer campaign brief for a brand?

E-Commerce & Growth Marketing

25. Develop a product launch strategy for an online store?
26. Develop a discount strategy without devaluing a brand?
27. Suggest three ways to personalize an online shopping experience?

Emerging Trends in Digital Marketing

28. Compare the impact of AR (Augmented Reality) vs. VR (Virtual Reality) in digital marketing.
29. How can AI tools like ChatGPT help in content marketing?
30. How is blockchain technology impacting digital advertising?
31. How does personalization impact digital marketing success?