1. **In traditional marketing, what is cost analysis?**

Cost analysis in traditional marketing means finding out/calculating cost associated in different form of traditional marketing, for example finding out cost associated for print advertisements, or let’s say for Television Ads or Radio Ads.

While doing cost analysis it is also important to find out potential earnings/returns from that particular ads.

Return/Earnings should be always higher than the cost incurred in particular campaign to call it profitable campaign.

1. **What is Digital Marketing Cost Analysis?**

Digital Marketing Cost Analysis means analyzing cost associated with it, for example, finding cost associated to run one Email campaign or Facebook Ads.

We can allocate budget for a particular Digital Marketing campaign on the basis of cost analysis, While doing cost analysis it is also important to project potential earnings/return.

Return/Earnings should be always higher than the cost incurred in particular campaign to call it profitable campaign.

1. **What are the four p's of marketing?**

**Product, pricing, place, and promotion** are the **four Ps of marketing**.

Neil Borden, Advertising Professor of Harvard University first introduced the idea of the 4 Ps in the 1950s, and E. Jerome McCarthy later codified it in 1960. These four P’s are also referred as Marketing Mix. To successfully market any good or service, these four Ps are the main factors that must be thoughtfully reviewed and wisely implemented.

1. **Can you give some examples of digital advertisements?**

Digital advertisement has become increasingly popular in recent years due to the widespread use of digital devices and the ability to reach targeted audiences at scale. The followings are some examples of digital advertisements;

1. **Display advertisements**: These ads appear on websites, typically in the form of banners or sidebars.
2. **Social media advertisements**: These ads appear on social media platforms such as Facebook, Instagram, Twitter, and LinkedIn. They can take the form of sponsored posts, promoted tweets, or sponsored stories.
3. **Search advertisements**: These advertisements are displayed at the top of Google or Bing's search engine results pages. They are typically text-based and targeted to specific keywords.
4. **Video advertisements**: These are ads that appear before, during, or after video content, such as on YouTube or other streaming platforms.
5. **Email advertisements**: These are the ads that appear in email newsletters or promotional emails.
6. **What are the advantages and disadvantages of digital marketing?**

Before explaining the advantages and disadvantages of anything, it is important to understand that every approach, method, or strategy has its own strengths and weaknesses. This is true for digital marketing as well, followings are the advantages and disadvantages of digital marketing.

**Advantages**

* 1. **Wide Reach/Impressions**: Digital marketing allows us to reach a wider audience than traditional marketing methods, as it can target users from all over the world through various digital channels.
  2. **Cost Effective:** Digital marketing can be a more cost-effective compared to traditional advertising methods like television, radio, or print media. Email marketing, social media marketing, and SEO cost much less than above mentioned traditional marketing methods. Hence, a lot of marketing cost can be saved.
  3. **Real Time Analytics:** Impact ofdigital marketing can be measured in real time. Various analytics like Total Reach, number of impressions, Cost Per lead, Pay Per clicks, all can be measured in digital marketing.
  4. **Targeted Marketing Campaign**: Digital marketing allows us to target specific demographics and audiences, which means we can tailor our marketing campaigns to reach those who are most likely to convert into paying customers.
  5. **Call to Action/ Engagement**: Digital marketing allows audiences to take specific action via call to action, audiences engage with business in various forms, this helps business understand audiences. By leveraging CTAs and engagement opportunities, businesses can improve their conversion rates, customer loyalty, and brand reputation, all of which can contribute to their overall success.

**Disadvantages**

1. **High Competition**: Businesses must compete with many other firms for audience attention as a result of the rising popularity of digital marketing, which can make it more difficult to stand out and achieve a high ROI.
2. **Dependence on Technology**: Digital marketing relies heavily on technology, and any technical issues or outages can impact the effectiveness of marketing campaigns.
3. **Technical Skills**: It can be challenging for some businesses to use digital marketing because it involves some technical expertise in areas like search engine optimization (SEO), website design, and analytics.
4. **Constantly Evolving**: In order to be competitive, firms must stay up to date with the newest trends and strategies in digital marketing, It can take a lot of time and effort to do this.
5. **Ad Blockers**: Ad blockers are frequently used by internet users to prevent seeing advertisements, which can reduce the efficiency of digital marketing campaigns.
6. **Make a list of the many types of digital marketing?**

Listed below are many types of digital marketing;

1. Search Engine Optimization [SEO]
2. Social Media Marketing
3. Email Marketing
4. Content Marketing
5. Mobile Marketing
6. Influencer Marketing
7. Viral Marketing
8. Pay Per Click
9. Electronic Billboards
10. Smart TV and Radios etc.

This is by no means an exhaustive list, as digital marketing strategies and techniques are constantly evolving and expanding.