**Digital Marketing Assignment 6**

1. **If an Ad is unapproved, how will you do it?**

If an ad is unapproved, we have to edit it again and ask for review. It is important to find out why an Ad got unapproved.

1. **Define keyword streaming?**

Keyword streaming is a SEO tool for web pages and search engine optimization. The process of keyword streaming involves taking a basic but popular keyword pertaining to a particular website and adding a prefix, suffix, or pluralize to make the keyword into a new word.

1. **Explain the ideal approach for effective PPC campaigns?**

PPC campaigns can be highly effective in driving traffic, generating leads, and closing sales. To create an effective PPC campaign, here are some ideal approaches to consider:

1. Setting Clear Goals

2. Researching Keywords and Targeting Specific Audiences

3. Optimizing landing Pages

4. Setting Up Ads

5. Tracking Conversion

1. **Which digital marketing tool you are familiar with, explain in your own way?**

I had run few Facebook Ads for business page, these ads were mostly run for lead generation, while few were for educating prospects about the service/product. One can set budget, target audiences, as well as set number of days the ads run for in such platform.

Despite this Process is seamless and easy sometimes ads might not get approved if it does not adhere to their policy.

Leads generated from such ads can be extracted to excel sheet or in CRM directly.

I have also used Buffer, LinkedIn Sales Navigator, Zoominfo, and mailchimp beside Facebook Business Manager.

1. **What do you understand by long-tail keywords?**

A long tail keyword is a phrase that is generally made from three to five words. Long tail keywords generally have less search volume, and less competition but they have high conversion rate.

If we search “Purchase ineuron course online” then it’s a long tail keyword. As Long tail keywords are more specific we can easily understand what searcher is trying to do with these searches.

1. **What do you understand about the conversion rate in PPC?**

The conversion rate in PPC (Pay-Per-Click) is the proportion of people who carry out a desired activity after clicking on an ad.

This desired action can involve making a purchase, completing a contact form, or subscribing to a newsletter.

1. **What are the challenges in the Digital marketing industry?**

There are several challenges in digital marketing, some of which include:

1. Increasing Competition
2. Adopting customer centric approach
3. Generating Quality leads
4. Managing different Contents and Channels
5. Complying with Privacy and Data Sharing policies.

Beside these things, Creating Engaging content, developing effective marketing strategies, limited budget, and keeping up with the trends are also some of the emerging challenges in digital marketing industry.