

# Essentials of Digital Marketing (4341601) - Summer 2024 Solution

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## Question 1(a) [3 marks]

Differentiate: Traditional marketing and Digital marketing.

### Solution

**Table 1.** Traditional vs Digital Marketing

Traditional Marketing	Digital Marketing
<b>Physical presence</b> required	<b>Online presence</b> through internet
<b>Limited reach</b> to local audience	<b>Global reach</b> to worldwide audience
<b>One-way communication</b>	<b>Two-way interactive</b> communication
<b>High cost</b> for advertising	<b>Cost-effective</b> campaigns
<b>Difficult to measure ROI</b>	<b>Easy tracking</b> and analytics
<b>Slow feedback</b> from customers	<b>Instant feedback</b> and responses

### Mnemonic

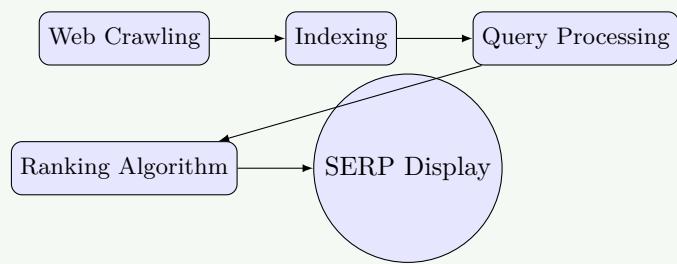
“PITCH vs CLICK: Physical vs Interactive, Traditional vs Trackable, High-cost vs Cost-effective”

## Question 1(b) [4 marks]

Explain working of search engine algorithm.

### Solution

Search engine algorithms work through systematic processes to deliver relevant results:



**Figure 1.** Search Engine Process Flow

- **Crawling:** Search bots scan websites continuously to discover new content
- **Indexing:** Analyzed content is stored in massive databases with keywords
- **Query matching:** User search terms are matched with indexed content
- **Ranking factors:** Content relevance, authority, and user experience determine position

**Mnemonic**

“CIRR: Crawl, Index, Rank, Results”

**Question 1(c) [7 marks]**

Explain the key components of a digital marketing plan.

**Solution**

A comprehensive digital marketing plan includes essential components for success:

**Table 2.** Digital Marketing Plan Components

Component	Description	Purpose
<b>Situation Analysis</b>	Current market position and SWOT	Understanding starting point
<b>Target Audience</b>	Demographics and buyer personas	Focused marketing efforts
<b>Goals &amp; Objectives</b>	SMART goals with KPIs	Measurable outcomes
<b>Strategy Selection</b>	SEO, SEM, Social Media, Email	Channel optimization
<b>Budget Allocation</b>	Resource distribution across channels	Cost management
<b>Content Calendar</b>	Scheduled content publication	Consistent engagement
<b>Analytics Setup</b>	Tracking tools and metrics	Performance monitoring

**Key Success Factors:**

- **Research-driven** approach with market insights
- **Integration** across multiple digital channels
- **Flexibility** to adapt based on performance data

**Mnemonic**

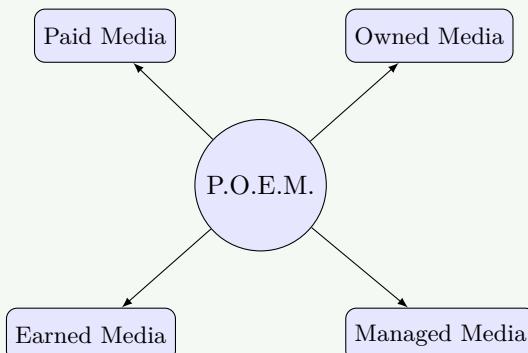
“STGSBC Analytics: Situation, Target, Goals, Strategy, Budget, Content, Analytics”

**Question 1(c) OR [7 marks]**

Explain the components of the P.O.E.M. framework and their relevance in digital marketing.

**Solution**

P.O.E.M. framework categorizes digital marketing channels for strategic planning:



**Figure 2.** P.O.E.M. Framework

**Table 3.** P.O.E.M. Components

Component	Definition	Examples	Relevance
<b>Paid Media</b>	Purchased advertising space	Google Ads, Facebook Ads	<b>Immediate reach</b> and control
<b>Owned Media</b>	Brand-controlled channels	Website, email lists, blogs	<b>Long-term asset building</b>
<b>Earned Media</b>	Third-party endorsements	Reviews, shares, mentions	<b>Credibility</b> and trust
<b>Managed Media</b>	Influenced but not owned	Influencer partnerships	<b>Extended reach</b> through others

**Strategic Benefits:**

- **Balanced approach** across all media types
- **Cost optimization** through channel mix
- **Amplified impact** when channels work together

**Mnemonic**

“POEM builds Digital SUCCESS: Paid, Owned, Earned, Managed”

**Question 2(a) [3 marks]**

Describe need of SEO.

**Solution**

SEO is essential for online visibility and business growth:

- **Organic traffic:** 68% of online experiences begin with search engines
- **Cost-effective:** No direct payment for organic rankings unlike paid ads
- **Trust building:** Higher rankings create credibility with users
- **Long-term results:** Sustainable traffic growth over time

**Mnemonic**

“OCTL: Organic, Cost-effective, Trust, Long-term”

**Question 2(b) [4 marks]**

Differentiate between on-page and off-page optimization.

**Solution****Table 4.** On-Page vs Off-Page SEO

On-Page SEO	Off-Page SEO
Website elements optimization	External factors optimization
Title tags, meta descriptions	Backlinks from other sites
Content quality and keywords	Social media signals
Internal linking structure	Domain authority building
Complete control by website owner	Limited control, depends on others
Technical optimization focus	Authority and popularity focus

**Mnemonic**

“IN vs OUT: Internal optimization vs Outbound authority”

**Question 2(c) [7 marks]**

Explain SEO ranking and ways to improve SEO ranking.

**Solution**

SEO ranking determines website position in search engine results pages (SERPs).

**Table 5. Ranking Factors**

Factor Category	Techniques	Impact Level
<b>Content Quality</b>	Original, valuable content	High
<b>Keywords</b>	Research and natural placement	High
<b>Technical SEO</b>	Site speed, mobile-friendly	Medium
<b>Backlinks</b>	Quality link building	High
<b>User Experience</b>	Low bounce rate, high engagement	Medium

**Improvement Strategies:**

- **Content optimization:** Create comprehensive, user-focused content
- **Keyword research:** Target relevant, achievable keywords
- **Technical fixes:** Improve site speed and mobile responsiveness
- **Link building:** Earn quality backlinks from authoritative sites
- **User signals:** Enhance engagement metrics

**Success Metrics:**

- **SERP position improvements**
- **Organic traffic growth**
- **Click-through rates increase**

**Mnemonic**

“CKTU for SEO SUCCESS: Content, Keywords, Technical, User-experience”

**Question 2(a) OR [3 marks]**

Define: 1. Backlinks 2. Website Speed 3. Keyword stuffing.

**Solution****Table 6.** SEO Definitions

Term	Definition
<b>Backlinks</b>	Incoming hyperlinks from external websites pointing to your site
<b>Website Speed</b>	Time taken for web pages to load completely in browser
<b>Keyword Stuffing</b>	Overuse of keywords unnaturally in content to manipulate rankings

**Mnemonic**

“BWK: Backlinks, Website speed, Keyword stuffing”

**Question 2(b) OR [4 marks]**

Differentiate between Black Hat and White Hat SEO Techniques.

**Solution****Table 7.** White Hat vs Black Hat SEO

White Hat SEO	Black Hat SEO
Ethical practices following guidelines	Manipulative tactics violating rules
Quality content creation	Content scraping and duplication
Natural link building	Link farms and paid links
Long-term results	Quick but risky gains
Search engine approved	Penalty risks from search engines

**Mnemonic**

“GOOD vs BAD: Guidelines-following vs Penalty-risking”

**Question 2(c) OR [7 marks]**

Give name of any three common SEO tools and describe their functions.

**Solution****Table 8.** Common SEO Tools

SEO Tool	Primary Functions	Key Features
<b>Google Analytics</b>	Website traffic analysis	Visitor behavior, conversion tracking, audience insights
<b>SEMrush</b>	Keyword research and competitor analysis	Keyword difficulty, backlink analysis, site audit
<b>Yoast SEO</b>	On-page optimization (WordPress)	Content optimization, technical SEO, readability analysis

**Detailed Functions:**

- Google Analytics:** Tracks user journey, bounce rates, and goal completions
- SEMrush:** Identifies ranking opportunities and monitors competitor strategies
- Yoast SEO:** Provides real-time optimization suggestions for content and meta tags

**Benefits:**

- **Data-driven decisions** through comprehensive analytics
- **Competitive advantage** with market insights
- **Efficiency** in optimization tasks

**Mnemonic**

“GSY Tools: Google Analytics, SEMrush, Yoast”

**Question 3(a) [3 marks]**

Explain any one Multi-touch attribution model with example.

**Solution**

**Linear Attribution Model** distributes credit equally across all touchpoints in customer journey.

**Example Scenario:** Customer journey: Social Media Ad → Email → Website Visit → Purchase

**Credit Distribution:**

- Social Media Ad: 25%
- Email: 25%
- Website Visit: 25%
- Purchase Page: 25%

**Mnemonic**

“EQUAL Credit for ALL Touches: Linear = Equal distribution”

**Question 3(b) [4 marks]**

Explain following Key metrics: Unique Visitors, Bounce Rate.

**Solution**

**Table 9.** Key Web Metrics

Metric	Definition	Significance
<b>Unique Visitors</b>	Count of individual users visiting website in specific period	Measures <b>audience reach</b> and growth
<b>Bounce Rate</b>	Percentage of visitors leaving after viewing only one page	Indicates <b>content relevance</b> and engagement

**Optimization Tips:**

- **Unique Visitors:** Increase through SEO and social media
- **Bounce Rate:** Improve with better content and site navigation

**Mnemonic**

“UV-BR: Unique Visitors measure reach, Bounce Rate measures engagement”

**Question 3(c) [7 marks]**

Explain following tracking code with their advantage and disadvantage: Long tracking

code, UTM code.

### Solution

**Table 10.** Tracking Code Comparison

Tracking Code Type	Description	Advantages	Disadvantages
Long Tracking Code	Detailed parameters with extensive information	Comprehensive data collection, Detailed insights	Complex URLs, User-unfriendly appearance
UTM Code	Urchin Tracking Module parameters for campaign tracking	Simple implementation, Campaign-specific tracking	Limited data, Manual management required

**UTM Parameters:**

- **utm\_source:** Traffic source (google, facebook)
- **utm\_medium:** Marketing medium (cpc, email)
- **utm\_campaign:** Campaign name (summer\_sale)

**Best Practices:**

- **Consistent naming conventions**
- **URL shortening** for long tracking codes
- **Regular monitoring** of campaign performance

### Mnemonic

“LONG vs SHORT: Comprehensive vs Simple tracking”

## Question 3(a) OR [3 marks]

Explain any one Single-touch attribution model with example.

### Solution

**Last-Click Attribution Model** gives 100% credit to the final touchpoint before conversion.

**Example Scenario:** Customer journey: Social Media → Email → Google Search → Purchase

**Credit Distribution:**

- Google Search: 100%
- Other touchpoints: 0%

**Use Case:** Simple e-commerce tracking focusing on immediate conversion drivers

### Mnemonic

“LAST WINS ALL: Final touchpoint gets full credit”

## Question 3(b) OR [4 marks]

Explain following Key metrics: Pageviews, New Visits.

### Solution

**Table 11.** Metrics Analysis

Metric	Definition	Measurement Value
<b>Pageviews</b>	Total number of pages viewed including repeat views	<b>Content popularity</b> and site usage
<b>New Visits</b>	Percentage of first-time visitors to website	<b>Audience growth</b> and reach expansion

**Analysis Importance:**

- **Pageviews:** Higher numbers indicate engaging content
- **New Visits:** Growth shows effective marketing outreach

**Mnemonic**

“PN Metrics: Pageviews for engagement, New visits for growth”

**Question 3(c) OR [7 marks]**

Describe various types of web analytics tool.

**Solution**

**Table 12.** Web Analytics Tools

Tool Category	Purpose	Examples	Key Features
<b>Content Analytics</b>	Content performance tracking	Google Analytics, Adobe Analytics	Page views, time on page, bounce rate
<b>Customer Analytics</b>	User behavior analysis	Hotjar, Crazy Egg	Heatmaps, session recordings
<b>SEO Analytics</b>	Search optimization	SEMrush, Ahrefs	Keyword rankings, backlink analysis
<b>Social Media Analytics</b>	Social performance	Facebook Insights, Twitter Analytics	Engagement rates, reach metrics
<b>A/B Testing Tools</b>	Conversion optimization	Optimizely, VWO	Split testing, conversion tracking

**Selection Criteria:**

- **Business objectives alignment**
- **Integration capabilities** with existing tools
- **Cost-effectiveness** for organization size

**Implementation Benefits:**

- **Data-driven decisions** for marketing strategy
- **ROI measurement** across channels
- **User experience optimization**

**Mnemonic**

“CCSSA Analytics: Content, Customer, SEO, Social, A/B testing”

**Question 4(a) [3 marks]**

Explain Social Media Marketing.

### Solution

Social Media Marketing uses social platforms to promote products and engage audiences.

#### Core Elements:

- **Content creation** for target audience engagement
- **Community building** through consistent interaction
- **Brand awareness** through organic and paid strategies
- **Customer support** via social channels

### Mnemonic

“CCBC: Content, Community, Brand awareness, Customer support”

## Question 4(b) [4 marks]

Explain types of Instagram Ads.

### Solution

**Table 13.** Instagram Ad Types

Ad Type	Format	Best Use Case
<b>Photo Ads</b>	Single image with caption	<b>Product showcasing</b> and brand awareness
<b>Video Ads</b>	Short video content	<b>Storytelling</b> and engagement
<b>Carousel Ads</b>	Multiple images/videos	<b>Product catalogs</b> and features
<b>Stories Ads</b>	Full-screen vertical format	<b>Immediate action</b> and urgency

### Mnemonic

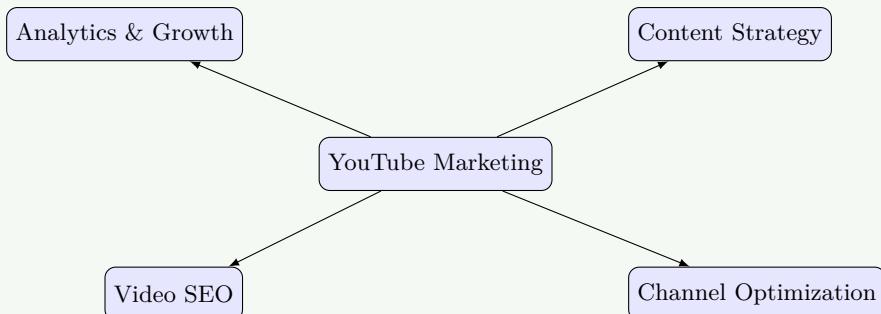
“PVCS Instagram: Photo, Video, Carousel, Stories”

## Question 4(c) [7 marks]

Explain YouTube Marketing and its importance in digital marketing.

### Solution

YouTube Marketing leverages video content for brand promotion and audience engagement.



**Figure 3.** YouTube Marketing Components

**Table 14.** YouTube Marketing Strategies

Component	Strategy	Importance
<b>Content Strategy</b>	Educational, entertaining videos	<b>Audience engagement</b> and value delivery
<b>Channel Optimization</b>	Branding, playlists, descriptions	<b>Professional presence</b> and discoverability
<b>Video SEO</b>	Keywords, thumbnails, titles	<b>Search visibility</b> and organic reach
<b>YouTube Ads</b>	TrueView, bumper ads	<b>Targeted promotion</b> and quick results

**Digital Marketing Importance:**

- **Visual storytelling** builds emotional connections
- **Search engine benefits** (YouTube is 2nd largest search engine)
- **Cross-platform integration** with other marketing channels
- **Cost-effective** compared to traditional video advertising

**Success Metrics:**

- **Watch time** and retention rates
- **Subscriber growth** and engagement
- **Conversion tracking** from video to website

**Mnemonic**

“CCVA Success: Content, Channel, Video SEO, Ads for YouTube success”

**Question 4(a) OR [3 marks]**

List the metrics available on Instagram for tracking the success of marketing strategies.

**Solution****Instagram Analytics Metrics:**

- **Reach:** Number of unique accounts seeing content
- **Impressions:** Total content views including repeats
- **Engagement Rate:** Likes, comments, shares percentage
- **Profile Visits:** Traffic to Instagram business profile
- **Website Clicks:** Traffic driven to external website
- **Story Completion Rate:** Percentage viewing full stories

**Mnemonic**

“RIEPSW: Reach, Impressions, Engagement, Profile visits, Story completion, Website clicks”

**Question 4(b) OR [4 marks]**

Explain types of YouTube Ads.

**Solution**

**Table 15.** YouTube Ad Types

YouTube Ad Type	Format	Duration	Best For
<b>TrueView In-Stream</b>	Skippable video ads	12 seconds+	<b>Brand awareness</b> campaigns
<b>TrueView Discovery</b>	Thumbnail + text	Variable	<b>Content promotion</b>
<b>Bumper Ads</b>	Non-skippable short ads	6 seconds	<b>Quick messaging</b>
<b>Overlay Ads</b>	Banner on video	Static	<b>Website traffic</b>

**Mnemonic**

“TTBO YouTube: TrueView In-stream, TrueView Discovery, Bumper, Overlay”

**Question 4(c) OR [7 marks]**

Describe the targeting options available in Facebook advertising.

**Solution**

Facebook offers comprehensive targeting for precise audience reach:

**Table 16.** Facebook Targeting Options

Targeting Category	Options	Purpose
<b>Demographics</b>	Age, gender, education, income	<b>Basic audience definition</b>
<b>Location</b>	Countries, cities, radius	<b>Geographic targeting</b>
<b>Interests</b>	Hobbies, pages liked, activities	<b>Behavioral targeting</b>
<b>Behaviors</b>	Purchase history, device usage	<b>Action-based targeting</b>
<b>Custom Audiences</b>	Website visitors, email lists	<b>Retargeting</b> existing contacts
<b>Lookalike Audiences</b>	Similar to existing customers	<b>Audience expansion</b>

**Advanced Features:**

- Detailed targeting with inclusion/exclusion options
- Audience insights for optimization
- A/B testing different audience segments

**Campaign Optimization:**

- Narrow targeting for specific products
- Broad targeting for brand awareness
- Dynamic audiences based on user behavior

**Performance Benefits:**

- Higher conversion rates through precision
- Cost efficiency with relevant audiences
- Scalable growth through lookalike expansion

**Mnemonic**

“DLIBCL Targeting: Demographics, Location, Interests, Behaviors, Custom, Lookalike”

**Question 5(a) [3 marks]**

Explain the concept of LinkedIn marketing.

**Solution**

LinkedIn Marketing focuses on professional networking and B2B relationship building.

**Key Concepts:**

- Professional audience targeting for B2B sales
- Thought leadership through industry content
- Network expansion via connections and groups
- Lead generation through targeted campaigns

**Mnemonic**

“PTNL: Professional, Thought leadership, Network, Leads”

**Question 5(b) [4 marks]**

Explain different types of email marketing campaigns.

**Solution**

**Table 17.** Email Marketing Campaigns

Campaign Type	Purpose	Timing
Welcome Series	New subscriber onboarding	Immediate after signup
Newsletter	Regular content updates	Weekly/Monthly schedule
Promotional	Sales and special offers	Event-based campaigns
Abandoned Cart	Recovery incomplete purchases	24-48 hours after abandonment

**Mnemonic**

“WNPA Emails: Welcome, Newsletter, Promotional, Abandoned cart”

**Question 5(c) [7 marks]**

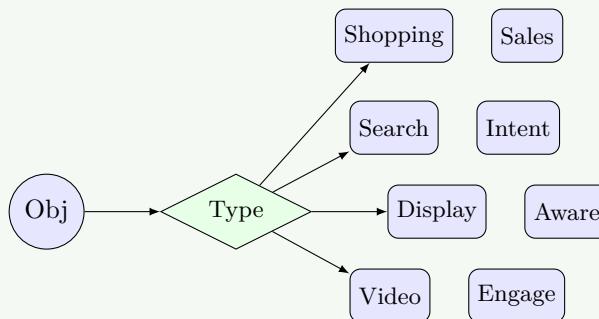
Explain the different types of Google Ads Campaigns.

**Solution**

Google Ads offers multiple campaign types for different marketing objectives:

**Table 18.** Google Ads Campaign Types

Campaign Type	Platform	Ad Format	Best For
Search Campaigns	Google Search	Text ads	High-intent keyword targeting
Display Campaigns	Partner websites	Banner/image ads	Brand awareness and retargeting
Video Campaigns	YouTube	Video ads	Engagement and storytelling
Shopping Campaigns	Google Shopping	Product listings	E-commerce sales
App Campaigns	Multiple platforms	Automated ads	App downloads and engagement
Smart Campaigns	Automated placement	Mixed formats	Small business automation



**Figure 4.** Campaign Selection Flow

**Optimization Strategies:**

- **Keyword research** for search campaigns
- **Audience targeting** for display campaigns
- **Creative testing** across all formats
- **Conversion tracking** for ROI measurement

**Budget Allocation:**

- **Search:** 40-50% for high-intent traffic
- **Display:** 20-30% for brand building
- **Video:** 15-25% for engagement
- **Shopping:** 10-20% for e-commerce

**Performance Metrics:**

- **Click-through rates (CTR)**
- **Cost per acquisition (CPA)**
- **Return on ad spend (ROAS)**

**Mnemonic**

“SDVSAS Google: Search, Display, Video, Shopping, App, Smart campaigns”

**Question 5(a) OR [3 marks]**

Explain the concept of Twitter Marketing.

**Solution**

Twitter Marketing utilizes real-time communication for brand engagement and customer service.

**Core Elements:**

- **Real-time engagement** with trending topics
- **Customer support** through direct responses
- **Content amplification** via retweets and hashtags
- **Influencer partnerships** for extended reach

**Mnemonic**

“RCCI Twitter: Real-time, Customer support, Content amplification, Influencer partnerships”

**Question 5(b) OR [4 marks]**

Give the difference between SEO and PPC.

**Solution**

**Table 19.** SEO vs PPC

SEO (Search Engine Optimization)	PPC (Pay-Per-Click)
Organic results placement	Paid advertisement placement
Long-term strategy (3-6 months)	Immediate results (within hours)
No direct cost per click	Cost per click payment
Sustainable traffic growth	Traffic stops when budget ends
Trust and credibility higher	Lower trust (marked as ads)
Requires ongoing SEO efforts	Requires continuous budget

**Mnemonic**

“OLNSTN vs PICRCR: Organic, Long-term, No cost vs Paid, Immediate, Cost-per-click”

**Question 5(c) OR [7 marks]**

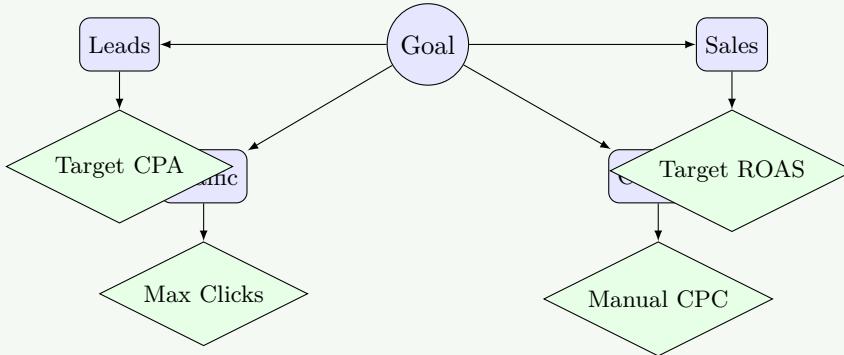
Explain various bidding strategies available in Google Ads.

**Solution**

Google Ads provides multiple bidding strategies for different campaign goals:

**Table 20.** Google Ads Bidding Strategies

Bidding Strategy	Type	Goal	Best For
Manual CPC	Manual	Traffic control	Experienced advertisers
Enhanced CPC	Semi-automated	Conversion optimization	Balanced control
Target CPA	Automated	Cost per acquisition	Lead generation
Target ROAS	Automated	Return on ad spend	E-commerce sales
Maximize Clicks	Automated	Traffic volume	Brand awareness
Maximize Conversions	Automated	Conversion volume	Campaign scaling



**Figure 5.** Bidding Strategy Selection

**Implementation Guidelines:**

- **Manual CPC:** Start with bid adjustments and keyword-level control
- **Enhanced CPC:** Allows Google to adjust bids up to 30% for better conversions
- **Target CPA:** Set based on historical conversion data
- **Target ROAS:** Requires sufficient conversion tracking data

**Performance Monitoring:**

- **Bid strategy reports** for effectiveness analysis
- **Search term reports** for keyword optimization
- **Auction insights** for competitor comparison

**Mnemonic**

“METMM Bidding: Manual, Enhanced, Target CPA, Target ROAS, Maximize clicks, Maximize conversions”