**Digital Marketing Assignment 2**

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

Ans: In traditional marketing, cost analysis refers to the process of evaluating and analyzing the expenses associated with various marketing activities, campaigns, and initiatives. The goal of cost analysis is to assess the effectiveness and efficiency of marketing expenditures and determine their impact on the overall return on investment (ROI) for the business.

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

Ans: Digital marketing cost analysis involves evaluating and analyzing the expenses associated with various digital marketing activities, campaigns, and channels. It aims to assess the effectiveness and efficiency of digital marketing expenditures and determine their impact on the overall return on investment (ROI) for the business in the digital realm.

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

Ans : product , price , place, promotion

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

Ans: Certainly! Digital advertisements come in various formats and can be displayed across a wide range of online platforms and channels. Ex search engine ads ,display ads

1. **What are the advantages and disadvantages of digital marketing?**

Ans: advantage

* Global research
* Targeted advertising
* Cost effectiveness
* Measurable result
* Flexibility

Disadvantage

* Digital saturation
* Technical complexity
* Privacy concerns
* Ad blocking

1. **Make a list of the many types of digital marketing?**

Ans:

* search engine optimization
* search engine marketing
* content marketing
* email marketing
* social media marketing
* influencer marketing
* pay per click ads