**Digital Marketing Associate Assessment Test**

**Question-1**

**Task: SEO and Content Strategy.**

**Solution:** [**https://nisumedical.000webhostapp.com/category/uncategorised/**](https://nisumedical.000webhostapp.com/category/uncategorised/)

**Question-2**

**Task: Paid Advertising Campaign Management**

Objective: Managing and optimizing paid advertising campaigns.

l Create a PPC campaign for the following:

**Solution: [**Prepare a budget for each of the above mentioned Ads with objectives such as **10K + Downloads**, **1K Participants**, **1K Users attending Live Session**, **1K+ Downloads and 10K+ website visit** for each respectively.]

**Google Ads Campaign for FitnEarn (Health and Fitness Company) Objective: 10K+ Downloads**

**Ad Campaign:**

**Headline:** "Earn Rewards for Every Move!" Description: "Join FitnEarn and get rewarded for every physical activity. Download now for a healthier you!" Call to Action: "Download Now!" Budget: ₹3,65,000

*Instagram Ads for AAVI (Collaboration with Yoga Guru) Objective: 1K Participants*

**Ad Post:**

Image/Video: Picture of the Yoga Guru with event details. Caption: "Join the exclusive yoga event with Rishikesh's biggest Yoga Guru. Limited spots available! Pay just ₹100 to secure your spot." Call to Action: "Register Now!" Budget: ₹1,46,000

*Twitter Ads for Mentor X (Edtech Company) Objective: 1K Users Attending Live Session*

**Thread Post:**

Tweet 1: "🚀 Exciting News! Mentor X is launching live sessions for the first time. 🎉" Tweet 2: "To celebrate, we're offering FREE sessions to the first 100 users! 🆓 Hurry, secure your spot now!" Tweet 3: "Don't miss out on this incredible opportunity to learn from the best. Limited spots available. #MentorXLive" Budget: ₹2,19,000

*LinkedIn Ads for Yoga and Meditation with FitnEarn Objective: 1K+ Downloads and 10K+ Website Visits*

**Advt. Post:**

*Headline: "Simplify Your Life with Yoga & Meditation" Body: "Discover simple ways to incorporate yoga and meditation into your everyday life. Download the app or visit our website for a holistic wellness journey." Call to Action: "Download Now" & "Visit Website" Budget: ₹2,92,000*

**Question-3**

**Task: Creating Email Template**

Objective: Crafting engaging and effective email template.

**Solution:**

1. ***Congratulatory Email after Successful User Onboarding***

Subject Line: "Congrats on Joining Our Healthy Community!"

Content:

[Logo]

Hi Nishanti,

We want to extend our warm welcome to you at FitnEarn! You've taken the first step towards achieving your health goals, and we couldn't be happier to have you join us on this exciting journey.

As a new member, you get access to our extensive library of workouts, nutrition tips, and community support features designed to keep you motivated and inspired every day.

To celebrate your success so far, we'd love to share some exclusive offers and discounts available only to our newest members. Don't miss out on this opportunity to boost your fitness experience even further!

Best wishes,

The FitnEarn Team

1. ***Motivational Email for Subscription Purchase***

Subject Line: "Unlock Your Full Potential with FitnEarn Premium"

Content:

[Logo]

Hi Nishanti,

You're already well on your way to reaching your health goals with FitnEarn, but did you know there's even more potential waiting just around the corner? With our premium subscription, you gain access to advanced workout programs, customized meal planning, and one-on-one coaching sessions with certified trainers.

Don't let this amazing opportunity pass you by – upgrade now and unlock your full potential with FitnEarn Premium!

Remember, when you sign up today, you'll also receive a free gift worth $XXX. So what are you waiting for? Take advantage of this limited time offer before it's too late!

Best regards,

The FitnEarn Team

1. ***Reminder Email for Products Left in Cart***

Subject Line: "Complete Your Order Today & Save Big!"

Content:

[Logo]

Hi Nishanti,

It seems like you were close to completing your order with FitnEarn, but something came up before finalizing the checkout process. No worries though, because we don't want you to miss out on any of our incredible products!

Take another look at the items still sitting in your shopping cart and complete your order today to save big on shipping costs and enjoy instant gratification. Plus, if you act fast, you might even find some additional savings and promotions waiting for you right now!

Click below to finish checking out and start enjoying your brand new FitnEarn gear ASAP!

Sincerely,

The FitnEarn Team

**Question-4**

**Past Experience Task: Marketing Campaign Analysis and Optimization**

**Solution: Data Analysis**

Social Media Campaigns:

***Campaign 1: Fitness Challenge on Facebook High engagement with a 10% increase in followers.***

Click-through rate (CTR): 7.5%

Conversion rate: 12%

ROI: 20%

***Campaign 2: Twitter Chat Series Moderate engagement, but lower than expected.***

CTR: 4.2%

Conversion rate: 8%

ROI: 15%

***PPC Campaigns:***

***Campaign 3: Google Ads - New Product Launch Low CTR and conversion rates.***

ROI below the benchmark at 8%.

***Campaign 4: Facebook Ads - Flash Sale High CTR but lower conversion rates.***

***ROI: 10%***

***Email Campaigns:***

***Campaign 5: Newsletter with Exclusive Offers Moderate open rates and CTR.***

Conversion rate: 9%

ROI: 18%

**Evaluation Criteria:**

**Data Analysis Skills:** Demonstrated ability to extract and interpret relevant data from diverse analytics tools.

**Insight Generation:** Provided actionable insights based on analysed metrics and performance.

Strategic Thinking: Suggested specific optimization strategies aligned with campaign goals.

**Presentation Quality:** Ensured clarity, organization, and visual representation of findings.

Data-Driven Decision Making: Recommendations supported by analysed metrics and trends.

**Question-5**

**Task :** **Marketing Strategy Development**

Objective: Creating a comprehensive digital marketing strategy for FitnEarn.

**Solution:**

1**. Channels and Tactics:**

***A. Social Media:***

**Strategy:** Leverage platforms like Facebook, Instagram, and Twitter.

**Tactics:** Launch engaging challenges and fitness events.

Share user success stories and testimonials.

Utilize paid advertising for targeted user acquisition.

***B. SEO (Search Engine Optimization):***

**Strategy:** Optimize online visibility for fitness-related searches.

**Tactics:** Implement on-page SEO for FitnEarn's website.

Develop a content strategy with relevant fitness keywords.

Build high-quality backlinks from reputable fitness websites.

***C. Content Marketing:***

**Strategy:** Establish FitnEarn as an authority in the fitness industry.

Tactics: Create and share informative blog posts on health and fitness.

Develop engaging video content showcasing workouts and wellness tips.

Implement an email newsletter with valuable content and exclusive offers.

***D. Email Marketing:***

**Strategy:** Nurture and retain users through targeted email campaigns.

**Tactics:** Implement a welcome series for new users.

Send personalized workout plans and nutrition tips.

Run exclusive promotions and loyalty programs.

2. **Monitoring and Review:**

***A. Campaign Performance:***

Regularly review data from Google Analytics, social media insights, and email analytics.

Track metrics such as user acquisition cost, conversion rates, and engagement levels.

B. Key Performance Indicators (KPIs):

Monitor KPIs aligned with FitnEarn's goals: User Acquisition: Track the number of new app downloads and sign-ups.

Engagement: Monitor user interactions, content views, and social media engagement.

Retention: Analyse the churn rate and user lifetime value.

***C. Step-by-Step Performance Review:***

*1. Weekly Check-ins:*

Assess social media engagement and campaign performance.

Review email campaign metrics and open rates.

*2. Monthly Analytics Deep Dive:*

Analyse website traffic and SEO performance.

Evaluate the effectiveness of content marketing efforts.

*3. Quarterly Strategy Review:*

Assess overall campaign performance against predefined KPIs.

Adjust strategies based on evolving market trends and user feedback.

4. A/B Testing:

Continuously experiment with different ad creatives, content types, and email subject lines to optimize performance.

*5. User Feedback and Surveys:*

Regularly collect feedback through app reviews and user surveys.

Use insights to refine strategies and enhance user experience.