

# **R. C. TECHNICAL INSTITUTE, SOLA**

## **Information Technology Department**

### **SEMESTER – 4**

#### **Assignments**

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**Course Name: Essentials of Digital Marketing**

**Course Code: 4341601**

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#### **Assignment – 1**

**CO :- 1 Explain the role of Digital Marketing in the rapidly changing digital landscape.**

1. Discuss about digital marketing in brief.
2. Explicate P.O.E.M. framework.
3. List out and describe skills required in digital marketing.
4. Demonstrate the digital marketing plan in general.

#### **Assignment – 2**

**CO:- 2 Apply Search Engine Optimization techniques in digital marketing.**

1. Define Search Engine Optimization (SEO), its importance in digital marketing along with its benefits.
2. Explain how search engine algorithms work and how they rank websites.
3. Differentiate between on-page and off-page SEO, and provide examples of each.
4. Differentiate between black hat and white hat SEO techniques.
5. Name any three common SEO tools and describe their functions.
6. Explain the importance of 1. backlinks 2. website speed and performance in search engine ranking.

#### **Assignment – 3**

**CO: - 3 Use website analytics to improve the effectiveness of advertisement and conversion rate.**

1. Define web analytics and explain the Data collection methods.
2. Explain the different types of web analytics metrics and their significance in measuring website performance.
3. List the types of different tools and software available for web analytics.
4. Explain A/B and multivariate testing tools.
5. Explain the concept of funnel visualization in web analytics.
6. Identify different marketing attribution models and explain any one in detail.
7. Explain the UTM codes.

### **Assignment – 4**

**C04: Create Digital Marketing Campaigns using various social media marketing platforms and measure their effectiveness.**

1. Describe the key differences between organic and paid social media marketing strategies. Provide two advantages and two disadvantages for each strategy.
2. Discuss the different types of Facebook ad formats available.
3. Explain the role of hashtags in Twitter marketing.
4. Describe key advantages of using YouTube as a digital marketing platform.

### **Assignment – 5**

**C05: Apply Search engine marketing techniques for creating effective advertising campaigns.**

1. Describe the concept of email marketing and its significance in modern marketing strategies.
2. Explain different types of email marketing campaigns.
3. Differentiate between Search Engine Optimization (SEO) and Pay-Per-Click (PPC) advertising.
4. Describe different ad formats available in Google Ads.