

**NAAN MUDHALVAN**

**ASSIGNMENT DOCUMENT**

**COURSE TITLE** : DIGITAL MARKETING

**COLLEGE CODE** : 1105

**COLLEGE NAME** : GOJAN SCHOOL OF BUSINESS AND TECHNOLOGY

**NMID:**5E3431D1589F6A88E8149456869834D3

**NAME** : LOGESH A

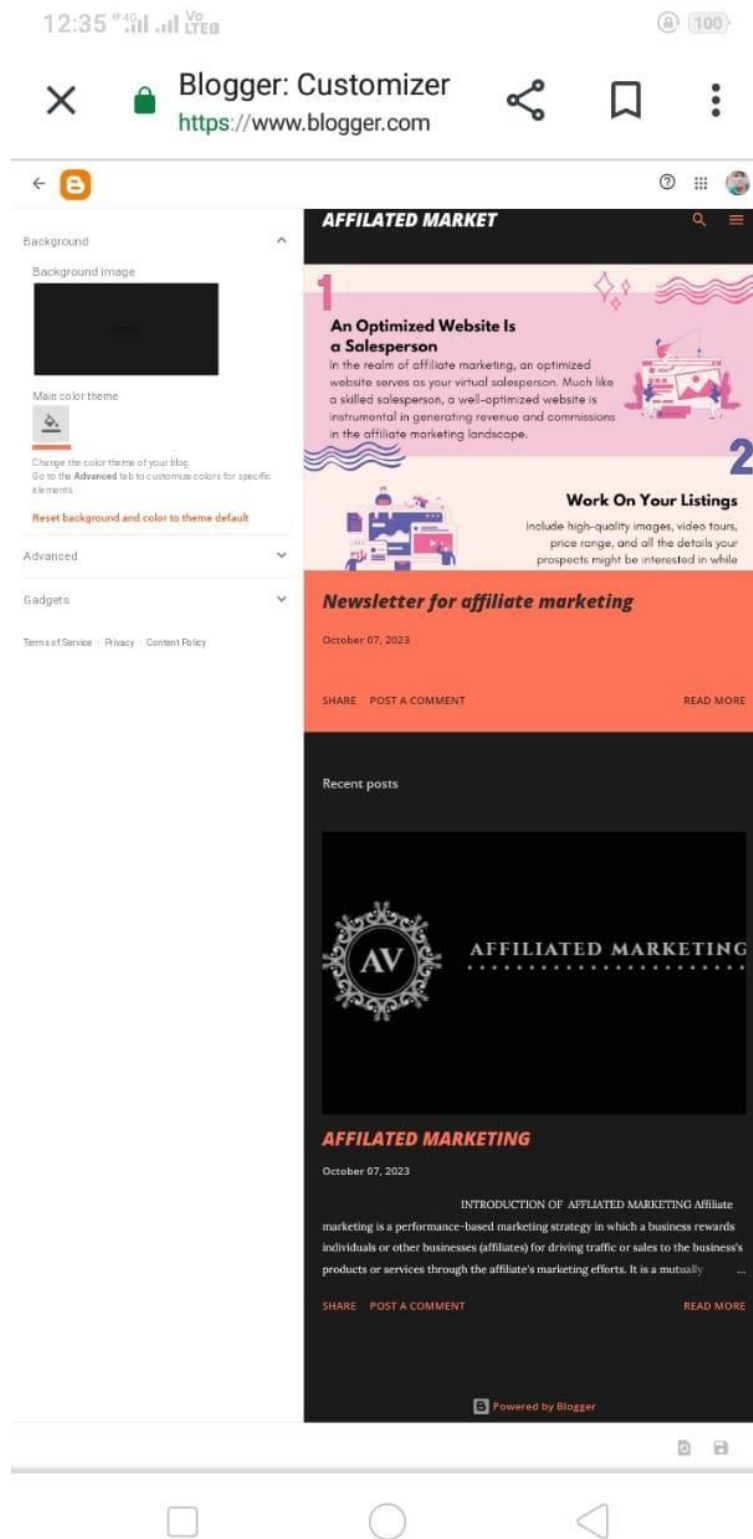
**REGISTER NUMBER** : 110520106007

**YEAR** : 4<sup>TH</sup> YEAR

**DEPARTMENT** : ELECTRONICS AND COMMUNICATION ENGINEERING

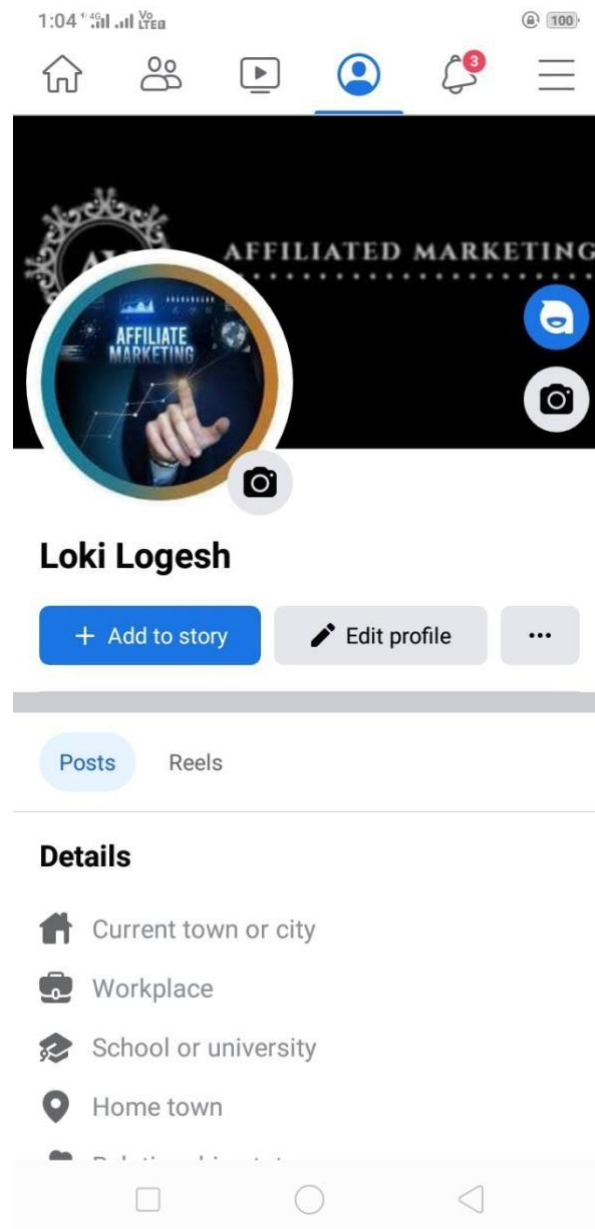
1. Create a blog or website using Blogspot and Wordpress. Customize the theme design and post new article with 500 words.

Link: <https://affiliatedmarket1612.blogspot.com/2023/10/affiliated-marketing.html>

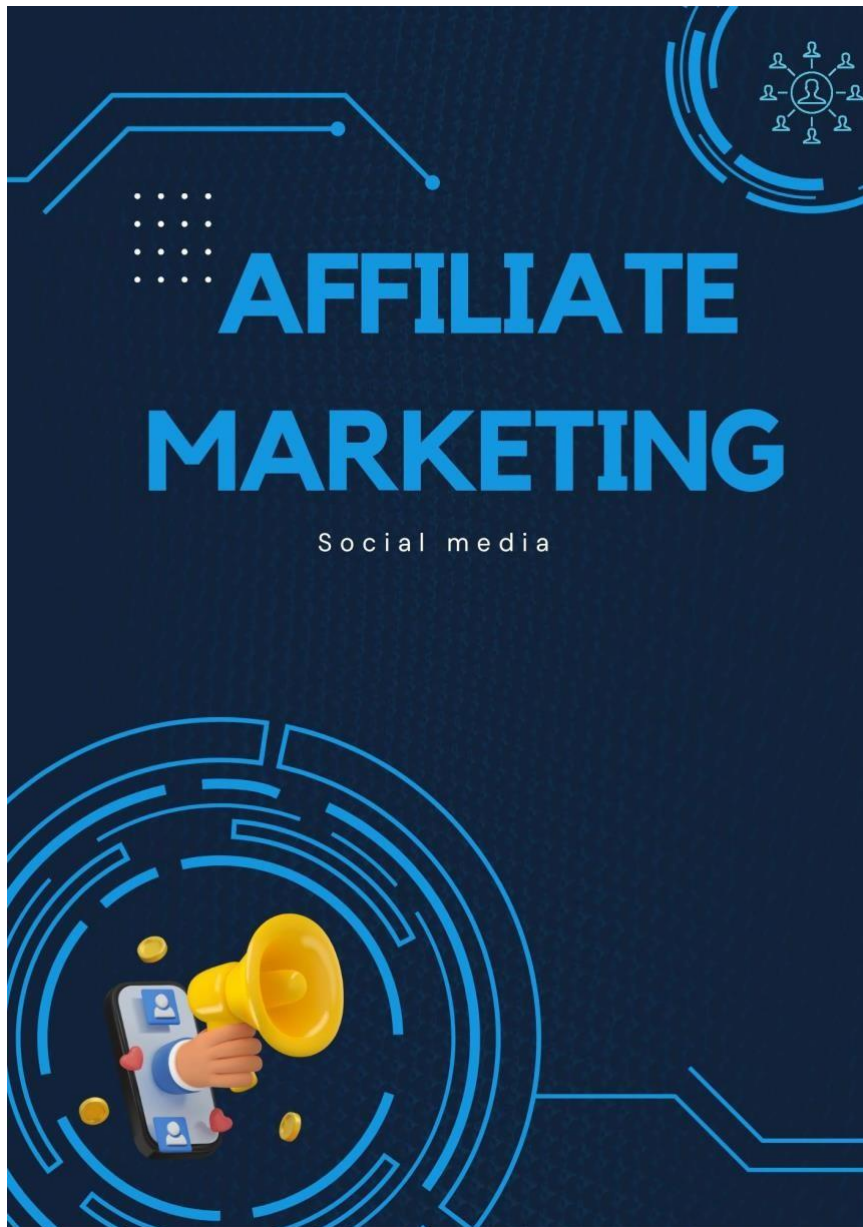


2. Create a New Facebook Business Page and post one social media poster for your brand.

Link: <https://www.facebook.com/profile.php?id=61552066803880&mibextid=ZbWKwL>



3. Create and design a social media advertisement poster using canva.



4. Create email newsletter design using MailChimp or Canva tool.

Link: <https://affiliatedmarket1612.blogspot.com/2023/10/newsletter-for-affiliatemarketing.html>

# Affiliate marketing

## Social media

1

### An Optimized Website Is a Salesperson

In the realm of affiliate marketing, an optimized website serves as your virtual salesperson. Much like a skilled salesperson, a well-optimized website is instrumental in generating revenue and commissions in the affiliate marketing landscape.



2

### Work On Your Listings

Include high-quality images, video tours, price range, and all the details your prospects might be interested in while creating your listings.



3

### Setup Your Social Media Presence

Once you build your social media profiles, make sure to optimize them. Fill all the required fields with correct and relevant information so your target audience can find your business.



4

### Invest In Social Ads

Social ads are another powerful source for generating quality leads. Once you have built a solid social media presence, you can invest in ads.



5

### Invest In Content Marketing

High-quality, valuable content can help your business build trust with your prospects. It also helps you establish your presence as an industry thought leader.



6

### Consider Email Marketing

Email marketing is one of the best ways to reach new prospects and keep the old ones engaged. Your email list should, ideally, comprise people who have been your clients, or those who are most likely to become your clients in the future.

