

Digital Marketing

Assignment No - 1

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- Q.1 Compare b/w Digital marketing & Traditional marketing.

Digital marketing

1) Only consumers with internet can be reached.

2) Message likely to hit target market since analytical data is available.

3) Cost of campaign is on the lower side, as the internet is predominant platform.

4) It has a large scope.
5) You can be available for your customers only during the working hours.

6) It is limited to particular region.

7) Reach out to the limited audience.

8) Digital marketing is cost effective than traditional.

Traditional marketing

1) Provide wide reach & strong bandwidth effect without internet connect.

2) Message may not hit desired target market.

3) Includes greater cost because of various platforms it includes.

4) The scope is limited.
5) You as an organisation are available to your customers for 24/7.

6) It can promote internationally.

7) Reach out to the maximum people.

8) Traditional marketing is very expensive compare to digital.

Q.2 How do digital marketing strategies improve ROI for a company?

→ Here are five innovative ways to improve your digital marketing campaign ROI -

1) Establish campaign's goals - When you create campaign for business goals, you consider multiple factors that could impact your journey to achieving your goal.

Some organisations use "smart" goals specific measurable, achievable, relevant & time bound, this strategy can help you plan your approach to reach the goal & also measure your progress with ease.

thus, while establishing campaign goals, it's important to define the purpose of your marketing strategies clearly.

2) Create content your audience wants - Content is the cornerstone of your marketing strategies and you need to ace it is to ensure that you stand out from the crowd.

Personalization is the only thing that matters, Here are some other factors that you need to keep in mind while creating content

- create valuable content
- make your content user-centric
- conduct regular surveys
- influences marketing.

3) Use predictive analysis -

Predictive analysis is an essential tool that can help you measure & boost your ROI if it uses machine learning & AI to draw

Q 3

Explain the role of digital marketing during covid - 19.

- Over the last 10-12 months, business all over the country & across nearly every industry have been affected by the virus in many ways. but digital marketing plays the important role during covid-19.
- 1) people are spending more time online than ever before.
 - 2) Trends and networking have moved online
 - 3) People use social media for business & for pleasure.
 - 4) the digital economy is booming.
 - 5) Digital marketing present a ultimate opportunity for business & consumers alike to continue to engage in the ongoing "transformation" of the industry in a way that is safe & as protected as possible.
 - 6) Many companies particularly the ones who have access to product in high demand, such as hand sanitiser, have been guilty of selling their products 10-50% higher than the usual price. this might make the company money in the short term but will result in tve impact for future business performance.
 - 7) To survive this crisis, your business needs to maintain its customer base. having an engaging presence on LinkedIn, Twitter, Facebook, or other social media platform will help you connect your customer & build relationships. & stay up to date.

Q.4 Explain the role of Google search in digital marketing.

Google covers a hefty percentage of your digital marketing campaign, therefore business must keep up with its standards. Google is an ally for marketers that can help your business gain a substantial online presence. Google is an essential part of your digital marketing strategy.

The role of SEO to increase exposure of your company to potential customers on search engines. A person who is responsible for your company's SEO efforts will analyze & implement different websites strategies in order to improve your ranking for certain topics or keywords.

When customers searching for specific services online through Google or other search engine, you want to ensure that your company is listed in the search engine result pages (SERPs) so that they can find you.

The role of SEO in digital marketing is

- Increases traffic to your website
- Boosts brand awareness
- Improves user experience by optimizing website content
- creates inbound leads promoting sales
- Increases the page load speed.

insight generated through massive data sets, models & algorithm to predict the future behaviour of consumers.

4) Leverage automatic technology -

marketers are increasingly looking for efficient marketing automation tools that can perform simple and regular task to reduce their expenses. This is perhaps the reason why the market for marketing automation tools is expected to grow \$ 6.4 billion by 2024.

5) Avoid vanity metrics -

When you measure the progress of your campaign, you should be wary at the parameters that you choose to track. Some metrics might be vanity metrics can distract from your business goals.

Q.5 What is digital marketing? Explain its influence on trade.

→ Digital marketing are also known as E-marketing, internet marketing, web marketing or online marketing. It is the process of marketing a product or service using the internet. This includes not only email, social media & web based advertising but also text & multimedia messages as a marketing channels.

Influence on Trade:- Digital marketing offers benefits such as increased customer engagement and market visibility which enhance the sales growth of company leading to higher profitability.

The digital marketing are also valuable in enhancing the communication business with their customers to inform existing & potential buyers on the product & services offered by business.

It also acts as a viable platform for organisations to acquire customer feedback on the quality of service.

Doing business has never been easier, digital marketing has made it easier to reach out to new markets, this promotes international trade by opening new markets that never existed. digital marketing has made it easier to reach out to new markets.

Q.5 Case study

Audience targeting - It is the practice of using data to segment consumers by demographics or interests in order to find the holy grail that is the right person on the right device at the right moment.

As an expert opinion on audience strategies

- Expand reach with google in marketing audiences
- Remarked with google ads
- Use facebook custom audiences & retarge
- Hing
- try linkedin for keyword research.
- prioritize SEO
- add chat bots to your plan
- start tracking
- keep looking forward.