

Unit 1

2 marks Questions:

1) What is digital marketing.

Ans: Digital marketing is basically applying all marketing techniques to digital channels. Different sources can be used to promote services and products like SMS, search engines, email, websites, social media and mobile devices.

2) What is digital marketing platform?

Ans: A digital marketing platform refers to a comprehensive online tool or software that enables businesses and marketers to plan, execute, manage, and analyse various digital marketing activities and campaigns.

3) Expand PPC & ROI.

Ans: PPC :-- Pay Per Use.

ROI :-- Return On Investment.

4) List any two types of Digital Marketing Channels?

Ans: *Paid Search/Pay Per Click (PPC)

*Content marketing.

5) What is SMART FRAMEWORK?

Ans: The SMART framework provides the framework for setting clear, attainable goals in project management. The acronym stands for Specific, Measurable, Attainable, Relevant, and Time-bound.

6) What is SWOT ANALYSIS?

Ans: SWOT analysis (strengths, weaknesses, opportunities, and threats) is the counterpart to a competitive landscape analysis. It offers a framework to analyze your business against other forces in your market. Use this process to identify what's working, spot potential organic growth opportunities, and prepare for external threats.

7) What is SEO?

Ans: Search Engine Optimization (SEO): Some platforms offer tools to optimize websites and content for better search engine visibility and rankings.

8) What is traditional marketing?

Ans: The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting

9) What is downside of traditional marketing?

Ans: The Downside to Traditional Marketing:

- There is very little interaction between the medium used and the customers. It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.
- Print or radio advertisements can be very costly-Printing materials can be expensive and you need to hire people to distribute these.
- Results on this marketing strategy cannot easily be measured.

10) What is A/B testing?

Ans: A/B Testing: Users can conduct split testing to compare different versions of campaigns, ads, or content to identify the most effective strategies.

11) What do you mean by personalisation in digital marketing?

Ans: The platform enables tailoring marketing messages and content to specific segments or individual users, enhancing engagement and conversion rates.

12) What is search advertising?

Ans: In digital marketing, search advertising is a method of placing online advertisements on web pages that shows results from search engine queries. Through the same search engine advertising services, ads can also be placed on web pages with other published content.

13) Write a short note on cross-channel advertising?

Ans: Cross-channel advertising refers to the process of disseminating paid messages to prospects across multiple devices and on a variety of digital marketing channels. The ultimate goal is to usher consumers towards purchasing a product or services. By targeting prospects who have already shown interest in your ads or posts on another channel, like Facebook

14) What is pay per clicks?

Ans: Paid search, also known as pay-per-click (PPC) advertising, usually refers to the paid result that appears at the top or side of a search engine results page. These advertisements charge when you click the ads and these ads will only show when certain targeted keywords or search phrases are entered into the search engine box.

15) What is on-page SEO?

Ans: On-page SEO focuses on all of the content that resides “on the page” while viewing a website. You may answer queries for readers and rank better on search engine results pages (SERPs) by analyzing keywords for their search volume and intent (or meaning).

16) What is off-page SEO?

Ans: Off page SEO focuses on all of the action that occurs "Of the page" while optimizing your website including link building, guest posting, social media marketing, and more. The goal of off-page SEO is to get search

17) What is technical SEO?

Ans: It is concerned with backend your website and how your pages are coded.

SEO is all about improving a website's technical aspects to increase its pages' ranking in the search engines. Making a website faster, easier to crawl, and more understandable for search engines are the pillars of technical optimization.

18) What are the five criteria should be met by emails to be successful?

Ans: To be successful, your marketing emails should meet five key criteria. They must be:

- Reliable
- Appropriate and relevant
- Informal but not too informal
- Blended across channels
- Strategic

17) Why digital marketing define audience segmentation and buyer persona?

Ans: A key reason why digital marketing is important is because it allows you to target your audience with great precision.

For any digital marketing campaign to be successful, you need to know who you're targeting. Segmenting your audience and then building buyer personas for each of those segments can provide you with

insights about what types of marketing will be most effective.

18) What are the factors that affect budgeting and resourcing?

Ans:

1. Understand Your Business Goals
2. Determine Your Total Budget
3. Allocate Budget to Different Channels
4. Prioritize High-Impact Channels
5. Campaign-Specific Budget

19) Why KPI are useful in digital marketing?

Ans: Identify relevant KPIs that align with your objectives. KPIs provide measurable metrics to track progress. For instance, if your goal is to increase social media engagement, KPIs could include likes, Comments, shares, and click-through rates.

20) Write a note on display advertising?

Ans: Based on your audience profile and your products, select ad space in specific websites from where you can get good traffic. Display ads can be anything from the banner ads to videos. In the Online world, it is considered as one of the most effective ways of digital branding. Instead of Developing text-based communication, create interesting videos or images that will speak on behalf of your brand.

21) What is content marketing?

Ans: Content marketing aims to educate and inspire people seeking knowledge rather than being Commercial. When you provide valuable

content to your audience, you may position yourself as a thought leader and a reliable source of information.

22) Mention any five channels that can be utilized for social media marketing.

Ans: You can utilize the following channels for social media marketing:

- Facebook
- Twitter
- LinkedIn
- Instagram
- Snapchat
- Pinterest

23) What is Marketing automation?

Ans: Marketing automation is a critical medium that links all of your digital Marketing endeavors. In fact, organizations that automate lead management enjoy a 10% or more increase in revenue within six to nine months. Without it, Your campaigns will resemble an incomplete puzzle missing a critical Component.

Marketing automation software: Marketing activities and procedures are simplified. Results are measured. Calculates the return on investment of your digital marketing.

Long answer questions

1. Difference between traditional and digital marketing

Traditional Marketing	Digital Marketing
1. Communication is unidirectional in traditional marketing, which means an organization communicates about its services with its audiences.	1. Communication is bidirectional in Digital marketing as businesses can communicate with customers and customers can ask queries or make suggestions to Businesses as well.
2. Medium of communication is generally phone calls, emails and letters.	2. Medium of communication is more powerful and involves social media websites, chats, apps and email.
3. Campaign takes more time as designing, preparing and launching are involved.	3. Campaign can be developed quite rapidly and with digital tools, channelizing digital marketing campaign is easier.
4. It is best for reaching local audience.	4. It is very effective for reaching global audiences.
5. It is almost impossible to measure the effectiveness of a traditional marketing campaign	5. It lets you measure effectiveness of a digital marketing campaign through analytics

2. Write a note on history and evolution of digital marketing

Digital marketing first appeared as a term in the 1990s but, as mentioned above, it was very different world then; Web 1.0 was primarily static content with very little interaction and no real communities. The first banner advertising started in 1993 and the first web crawler (called WebCrawler) was created in 1994—this was the beginning of search engine optimization (SEO) as we know it. Once Google started to grow at pace and Blogger was launched in 1999 the modern internet age began.

Blackberry, a brand not connected with innovation any more, launched mobile e-mail and MySpace appeared. MySpace was the true beginning of social media as we define it today, but it was not as successful as it could have been from a user experience perspective and ultimately that is what led to its downfall.

Google's introduction of Adwords was their real platform for growth and remains a key revenue stream for them to this day. Their innovation, simple interface and accurate algorithms continue to remain. Cookies have been a key development in delivering relevant comments and therefore personalizing user experience. "One of the technologies which really brought information revolution in the society is Internet Technology and is rightly regarded as the third wave of revolution after agricultural and industrial revolution". The first search engine started in 1991 with a network protocol called Gopher for query and search. In 1993, the first clickable banner went live, after which Hot Wired purchased a few banners ads for their advertising.

This marked the beginning of a new era, the digital era of marketing.

Because of this gradual shift, the year 1994 saw new technologies entering the digital market place. The very same year, Yahoo was launched.

1998 saw the birth of Google. Microsoft launched the MSN search engine and Yahoo brought to the market Yahoo web search. In 2000, the internet bubble burst and all the smaller search engines were either left behind or wiped out leaving place for the giants. Then in 2006, digital marketing world saw its first steep surge. At that time, search engine traffic already grown to about 6.4 billion in a single month.

Soon, Google began to expand and along with this social networking sites began to emerge. My space was the first social networking site followed by Face book. With this, companies realized that all these new sites are opening new doors of

opportunity for them to market their products and brands. Products marketed digitally are now available to customers at all times. Statistics collected by the Marketing tech blog for 2014 show that posting on social media is the top online activity in the US. The average American spends 37 minutes a day on social media. 99% of digital marketers use Face book to market, 97% use Twitter, 70% use Google+, 69% use Pinterest and 59% use Instagram. 70% of B2C marketers have acquired customers through Facebook. 67% of Twitter users are far more likely to buy from brands that they follow on Twitter. 83.8% of luxury brands have a presence on Pinterest. The top three social networking sites used by marketers are LinkedIn, Twitter, and Face book.

3. Write a note on traditional marketing

The traditional way of marketing lets businesses market their products or administrations on print media, radio and TV commercials, bill boards, business cards, and in numerous other comparable ways where Internet or web-based social networking sites were not utilized for promoting.

- ☐ However, traditional promoting approaches had constrained client reach ability and extent of driving clients' purchasing conduct. In addition, traditional marketing methods were not quantifiable too.
- ☐ There are many face to traditional marketing and examples might include tangible items such as business cards, print ads in newspapers or magazines. It can also include posters commercials on TV and radio, bill boards and brochures. Traditional marketing is anything except digital means to brand your product or logo.
- ☐ Another overlooked means of traditional marketing is when people find a particular business through a referral or a network and eventually you build a rapport with them.
- ☐ Because of its longevity, people are accustomed to traditional marketing. Finding ads in magazines and newspapers, or reading billboards are still familiar activities and people still do them all the time.
- ☐ Most of the time, traditional marketing is reaching only local audience even though it is not limited to one.
- ☐ There are some aspects where traditional marketing wins over the online advertising battle, which include Target Local Audience, Materials

are for keeps, More personal and Simpler process.

- ❑ One of the primary disadvantages of traditional marketing is that the results are not easily measured, and in many cases cannot be measured at all.

- ❑ In most cases, traditional marketing is also more costly than digital marketing. And perhaps the biggest disadvantage today is that traditional marketing is static which means there is no way to interact

4. Explain Benefits and downsides of Traditional Marketing

Benefits of Traditional Marketing:

- ❑ You can easily reach your target local audience. For example, a radio ad might play in one location: your city or region. Or mailbox flyers will go to households in a select number of suburbs.

- ❑ **Convenient For Customers** – Most traditional marketing methods are suitable for customers. For example, businesses can send out mailings or make phone calls without having to leave their homes.

- ❑ **Fast** – Traditional marketing can be very fast, as campaigns can be launched quickly without much planning. This is advantageous in times of crisis or when a new product or service is urgently needed.

- ❑ **Personal Connection with Customers** – Traditional marketing allows businesses to build personal relationships with their customers, providing them with a level of service and attention that is difficult to replicate through online or other forms of marketing. This emotional connection typically results in a higher customer satisfaction rate.

- ❑ **Widely Accepted** – Traditional marketing is widely accepted by most businesses, as it has been used for many years. This means that a lot of trust and credibility are built over time.

- ❑ **Flexible** – Traditional marketing can be very flexible, as different campaigns can be launched at other times and in different ways. This means that it can be used to target a wide range of customers.

The Downside to Traditional Marketing:

- ☐ There is very little interaction between the medium used and the customers-It is more of providing information to the public that the brand exists with the hope of these people patronizing the brand.
- ☐ Print or radio advertisements can be very costly-Printing materials can be expensive and you need to hire people to distribute these.
- ☐ Results on this marketing strategy cannot easily be measured.

5. Write a note on importance of digital marketing

Digital marketing offers the ability to reach and engage target audiences in ways which were never before possible. A strong digital marketing strategy can deliver a far higher return on investment(ROI) than traditional marketing methods.

People are consuming digital content at a never seen before rate. More than half of the planet now has regular access to the internet, spending an average of 6 hours online per day presenting massive opportunities for brands and businesses. Such trend will not slowdown, as the number of internet-connected portable devices is on the rise. Gartner reported that smart phones surpassed the sales of feature phones for the first time in 2013, while the 2014Q3 report from Global web index reports that consumers are now spending more time with online media than they are with traditional forms of media.

However, the particularities of the digital world and its appropriation for marketing have fostered the development of channels, formats and languages that have led to tools and strategies that are unthinkable offline.

Today, Digital Marketing has become a new phenomenon that brings together customization and mass distribution to accomplish marketing goals. The development of Digital Marketing strategies offer much potential for brands and organisations.

Otero and Rolan (2016) put forward, some of them are:

Branding: platform is a great opportunity to build a brand image on the Web due to their scope, presence and constant updates.

Completeness: the advantages of assembling information through links offer customers the chance to approach the organization in a wider and customized way.

Usability: simple and user-friendly platforms are available for all to improve user experience and allow for their activities.

Interactivity: internet offers the possibility of having a conversation and therefore generating a positive experience with the brand.

Visual communication: with digital marketing, marketers have different image and video-based tools. This helps to reach audiences and get them involved in your activities.

Community connection: internet offers the opportunity for business to connect with their audience.

6. Explain Benefits of Digital Marketing

Benefits of Digital Marketing: You can target a local audience, but also an international one. Further, you can tailor a campaign to specific

- audience demographics, such as gender, location, age and interests.

This means your campaign will be more effective. Your audience can choose how they want to receive your content. While one person likes to read a blog post,

- another person likes to watch a YouTube video.

Traditional marketing doesn't give the audience a choice. Most people hate receiving sales flyers in their mailbox or phone calls at inconvenient times on stuff that they have little interest in. Interaction with your audience is possible with the use of social media networks. In fact, interaction is encouraged.

- Traditional marketing methods don't allow for audience interaction.

You can encourage your prospects, clients and followers to take action, visit your website, read about your products and services, rate them, buy them and provide feedback which is visible to your market. Digital marketing is cost-efficient. Though some invest on paid ads online; however, the cost is still cheaper

- compared to traditional marketing Data and results are easily recorded. With Google Analytics and the insights tools offered by most social media

- channels, you can check on your campaigns at anytime. Unlike traditional marketing methods, you can see in real time what is or is not working for your business online and you can adapt very quickly to improve your results. Level playing field: Any business can compete with any competitor regardless of size with a solid digital marketing
- strategy. Traditionally a smaller retailer would struggle to match the finesse of the fixtures and fittings of its larger competitors. Online, a crisp well thought out site with a smooth customer journey and fantastic service is king – not size. Real time results: you don't have to wait weeks for a boost to your business like you would have to waiting for a fax or
- form to be returned. You can see the numbers of visitors to your site and its subscribers increase, peak trading times, conversion rates and much more at the touch of a button. Brand Development: A well maintained website with quality content targeting the needs and adding value to your target
- audience can provide significant value and lead generation opportunities. The same can be said for utilizing social media channels and personalized email marketing. Viral: how often do your sales flyers get passed around instantly by your customers and prospects? Online, using social
- media share buttons on your website, email and social media channels enables your message to be shared incredibly quickly. If you consider the average Facebook user has 190 friends of which an average of 12% see their liked posts your one message has actually been seen by 15 new prospects.

7) Explain characteristics of Digital Marketing

Characteristics of Digital Marketing:

We are living in the digital age today. Outdated marketing won't help you get profits you desire for. Digital Marketing is a necessity today of almost every business. There is no way around it. The way you dedicated a lot of your time and effort to making your product, similarly it is important to invest in a complete digital strategy to launch and show your product or services to your targeted audience and continually

improve your brand presence online. Successful Digital Marketing Campaign requires a lot of time following through analytics and data to find insights. Here are some characteristics: Get a Quality Company Website:

- What was a novelty a mere decade ago is a critical requirement today. A business website is a pseudo B2B portal, allowing businesses and customers from around the world to connect with you. A business website is similar to your Company brochure, available 24×7, and projects you as a professional outfit.

Social Media Presence:

The biggest achievement of this digital era has been the ease with which people have learnt to communicate- Social Media websites like Facebook, Twitter, Google+, Pinterest, YouTube etc. are the latest methods to communicate across wide demographics of age, taste and culture. By actively promoting your company on these social media, you are getting the world to talk about you.

Blogging and Forums:

Here is a powerful axiom- 'Content is King'. Produce powerful, genuine and compelling content as part of your Company blog. Be a regular on relevant forums and discussion panels. Learn the art of connecting your business themes into the content that you produce. In time, your content will stand up to be the biggest promoter of your brand.

List your business on the three biggest listing services:

Register your business on 'Google Places'- this allows your business to feature on Google searches and be listed on Google Maps. Other business data bases that you must be part of include 'Yahoo! Local' and Microsoft's 'Bing'. Joining these services is free; setting up an account

takes very limited time and the far reach of these services translates to free promotion for your business.

Email Marketing:

In recent times, bulk emailing isn't a very favored promotional concept. However, if done well, and with good intentions, email marketing could be a powerful tool in your Company's online promotional arsenal. Personalized emails speak directly to the target audience, helps you get an immediate response and can aid in the opening of a line of communication with your prospective customer base. It's free and fast promotion-with an impactful feedback.

A Dedicated Digital Marketing Expert:

If you aren't sure about pulling off a good promotional job individually, may be it's a good idea to hire a n innovative, enthusiastic Digital Marketing Consultant to handle your Company's online promotional strategy. This action will allow you to be on top of your promotional ideas while employing a professional to implement concepts that drive towards your expected results.

8) Explain different platforms of Digital Marketing

A digital marketing platform refers to a comprehensive online tool or software that enables businesses and marketers to plan, execute, manage, and analyze various digital marketing activities and campaigns. These platforms offer a centralized hub where marketers can create, automate, and optimize their online marketing efforts across multiple channels and platforms. An integrated digital marketing platform is a combination of integrated tools and technology that allow marketers to manage big chunks of their digital marketing responsibilities.

Search Engine Marketing (SEM):Involves paid advertising on search engines, commonly through Google Ads.

Social Media Marketing (SMM):Utilizes social media platforms like Facebook, Instagram, Twitter, and LinkedIn for advertising and promotion.

Content Marketing: Focuses on creating and distributing valuable, relevant content to attract and engage a target audience.

Email Marketing: Involves sending targeted messages to a group of people via email to promote products or services.

Influencer Marketing: Collaborates with influencers to promote products or services to their audience.

Video Marketing: Uses video content on platforms like YouTube or social media to engage and inform the audience.

Display Advertising: Utilizes visual ads such as banners on websites to promote products or services.

Mobile Marketing: Targets users on mobile devices through various channels like apps, SMS, or mobile websites.

Search Engine Optimization (SEO): Aims to optimize a website's visibility in search engine results organically. Each platform has its strengths and is suitable for different marketing goals and target audiences.

9) Explain key features of Digital marketing platform

Key features of a digital marketing platform often include:

Multi-channel Integration: The platform allows marketers to manage campaigns across various digital channels, such as social media, search engines, email, content marketing, and more.

Campaign Management: Users can create, schedule, and launch marketing campaigns, including advertisements, content distribution, and promotional activities.

Automation: Automation features streamline repetitive tasks, such as sending emails, posting on social media, or segmenting audiences, improving efficiency and consistency.

Analytics and Reporting: The platform provides data-driven insights, performance metrics, and reports to measure the success of campaigns and make informed decisions.

Audience Segmentation: Marketers can segment their target audience based on demographics, behaviors, interests, and other factors to deliver personalized content and experiences.

Personalization: The platform enables tailoring marketing messages and content to specific segments or individual users, enhancing engagement and conversion rates.

A/B Testing: Users can conduct split testing to compare different versions of campaigns, ads, or content to identify the most effective strategies.

Social Media Management: Social media scheduling, posting engagement, and monitoring tools are often included to manage brand presence and interactions.

Search Engine Optimization (SEO): Some platforms offer tools to optimize websites and content for better search engine visibility and rankings.

Content Creation and Management: Platforms may provide tools to create, edit, and organize content for various marketing purposes.

Customer Relationship Management (CRM) Integration: Integrating with CRM systems helps track and manage customer interactions and data.

Lead Generation and Nurturing: Features for capturing and nurturing leads through automated workflows and targeted content. Digital marketing platforms offer a holistic approach to managing online marketing efforts, allowing businesses to streamline their processes, maintain consistency, and effectively reach their target audience across different online channels.

10) Explain Digital marketing strategy

Digital marketing strategy involves planning and executing online marketing efforts to achieve specific business goals.

It typically includes:

Goals and Objectives: Clearly outline your goals, whether it's increasing brand awareness, driving website traffic, or boosting sales.

Identify your customer: Identify and understand your target audience to tailor your messages and campaigns effectively.

Competitor research: competitor research involves analyzing and understanding the online strategies and activities of rival businesses within the digital space. This encompasses a range of digital channels and activities

Search Engine marketing (SEM): Search Engine Marketing (SEM) in digital marketing refers to the practice of using paid advertising to increase a website's visibility on search engine results pages (SERPs).

SEM primarily involves two main strategies:

1. Search Engine Optimization (SEO)
2. Paid Advertising (PPC)

Social Media Marketing: Leverage social media platforms to connect with your audience, build relationships, and promote your products or service

Email Marketing: Implement targeted email campaigns to nurture leads, retain customers, and drive conversions.

Content Marketing: content marketing in digital marketing involves creating and distributing valuable, relevant, and consistent content to attract and engage a target audience.

Mobile Marketing: Mobile marketing in digital marketing refers to the use of mobile devices, such as smart phones and tablets, as a platform for advertising and promoting products or services. It encompasses a variety of strategies and channels to connect with users on their mobile devices.

Measure Results: Measuring results in a digital marketing strategy is essential for evaluating the effectiveness of your efforts and optimizing future campaigns. Key performance indicators (KPIs) help gauge various aspects of your strategy.

11) Explain steps to Crafting a Successful Digital Marketing Campaign

In today's fast-paced digital landscape, effective marketing campaigns are essential for businesses to cut through the noise and reach their target audience. A successful campaign involves strategic thinking, data-driven decision-making, and a deep understanding of your audience. From setting clear goals to analyzing

post-campaign results, each step plays a vital role in achieving your desired outcomes. The Steps to Crafting a Successful Digital Marketing Campaign

- **Step 1: Define Clear Goals and Objectives** Every successful campaign begins with a well-defined purpose. Establish what you aim to achieve, whether it's increasing brand visibility, driving sales, or enhancing customer engagement. Specific, measurable, achievable, relevant, and time-bound (SMART) objectives serve as the foundation for your strategy.
- **Step 2: Identify and Understand Your Target Audience** To effectively engage your audience, you must understand their demographics, preferences, behaviors, and pain points. Detailed buyer personas help you tailor your messaging and select the most suitable digital channels.
- **Step 3: Conduct Thorough Market Research and Competitor Analysis** A comprehensive understanding of your industry landscape and competitors is crucial. Analyze trends, market gaps, and your competitors' strategies to identify opportunities and areas for differentiation.
- **Step 4: Select the Right Digital Marketing Channels** Based on your audience and goals, choose the digital channels that align with your campaign objectives. Social media, search engines, email, content marketing, and influencer partnerships are among the various options.
- **Step 5: Allocate Budget and Resources** Determine your budget and allocate it wisely across different campaign elements, including ad spend, content creation, design, and analytics tools. An efficient allocation ensures optimal utilization of resources.
- **Step 6: Develop Compelling Content** Create engaging content that resonates with your target audience. Whether it's blog posts, videos, info graphics, or interactive content, ensure that your content addresses your audience's needs and preferences.
- **Step 7: Establish a Campaign Timeline** Set clear start and end dates for your campaign, along with key milestones and tasks. A well-structured timeline keeps everyone on track and ensures efficient execution.

- **Step 8: Design Creative Assets** Craft visually appealing and platform-specific creatives. Adhere to each platform's guidelines and maintain a consistent brand identity across all assets.
- **Step 9: Launch Your Campaign** Implement your campaign across the chosen channels. Set up tracking mechanisms to monitor real-time performance, allowing you to make informed decisions.
- **Step 10: Monitor and Optimize** Regularly monitor key performance indicators (KPIs), such as click-through rates, conversion rates, and engagement metrics. Use the data to identify trends and areas for improvement. Implement A/B testing to refine your approach.
- **Step 11: Engage and Interact with Your Audience** Engage actively with your audience by responding to comments, messages, and feedback. Building a genuine connection fosters brand loyalty and trust.
- **Step 12: Conversion and Follow-Up Strategies** For campaigns focused on conversions, ensure you have effective strategies for turning interest into actual sales or leads. Implement persuasive landing pages, lead nurturing workflows, and retargeting tactics.
- **Step 13: Analyze Post-Campaign Results** As your campaign concludes, conduct a comprehensive analysis of the data collected. Compare results against your predefined objectives and KPIs. Identify successes, areas for improvement, and insights that can guide future campaigns.

12) Explain Budgeting and resource Allocation

Budgeting and resource allocation in digital marketing involve strategically distributing your financial resources and assets to various online marketing initiatives to achieve your business objectives. Here's a comprehensive overview of how to effectively manage budgeting and resource allocation in the realm of digital marketing:

1. Understand Your Business Goals: Start by identifying your business objectives and marketing goals. Whether it's increasing sales, driving website traffic, boosting brand awareness, or generating leads, your budget should align with these objectives.

2. Determine Your Total Budget: Establish the total amount of money you're willing to invest in your digital marketing efforts. This budget will serve as the foundation for your allocation decisions.

3. Allocate Budget to Different Channels: Consider the various digital marketing channels available, such as social media advertising, search engine marketing (SEM), content marketing, email marketing, influencer partnerships, and more. Allocate a portion of your budget to each channel based on its relevance to your target audience and goals.

4. Prioritize High-Impact Channels: Allocate a larger portion of your budget to channels that historically provide the highest return on investment (ROI) or align with your current goals. High-performing channels can deliver significant results.

5. Campaign-Specific Budgets: For each individual campaign or initiative, allocate a portion of your budget. This includes expenses for content creation, design, advertising costs, and other campaign-related activities.

6. Account for Fixed and Variable Costs: Different channels and tactics have varying cost structures. Some require ongoing investments (e.g., social media ads), while others involve fixed costs (e.g., website development).

7. Include Tools and Technology Costs: Budget for tools and software necessary for analytics, social media management, email marketing, SEO optimization, and other digital marketing activities.

8. Set Aside Budget for Testing and Optimization: Allocate a portion of your budget for A/B testing, experimentation, and optimization. This allows you to refine your strategies based on real-time data and insights.

9. Evaluate Performance and ROI: Regularly assess the performance of each channel and campaign by measuring key performance indicators (KPIs) and calculating ROI. Invest more in initiatives that yield higher ROI.

10. Monitor and Adjust: Continuously monitor campaign performance and adjust resource allocation based on real-time data. If a channel is under performing, consider reallocating resources to more successful areas.

11. Focus on Data-Driven Decisions: Base your allocation decisions on data and analytics rather than assumptions. Analyze metrics like conversion rates, click-through rates, engagement rates, and customer acquisition costs.

12. Stay Adaptable: Be prepared to adjust your allocation strategy based on changing market conditions, trends, and unforeseen opportunities.

13. Communication and Collaboration: Maintain clear communication among team members responsible for different aspects of your campaigns. Collaboration ensures effective resource utilization.

14. Regular Review and Reporting: Schedule regular reviews of your budget allocation and campaign performance. Prepare reports to provide insights and support data-driven decisions.

15. Continuously Learn and Optimize: Continually learn from the results of your budget allocation decisions. Apply insights to future campaigns for continuous improvement.

16. Be Agile and Flexible: Be ready to adapt your budget allocation based on real-time performance data. The digital landscape evolves quickly, and agility is crucial. Effective budgeting and resource allocation in digital marketing require a combination of strategic planning, data analysis, and adaptability. By allocating resources thoughtfully and optimizing based on performance, you can make the most of your digital marketing investments and drive meaningful business outcomes.

13) Write a note on

a) Cross-Channel Advertising

b) Demand-side Platforms

a) Cross-Channel Advertising

Another new-age form of digital advertising, cross-channel advertisement is an intelligent way to follow your online visitors and track their interests and desires. With the help of cross-channel ad software, you shall become aware about the digital journey of your target audience. Accordingly, you can choose specific online platforms and promote your brand only in those spaces and reach

individual audience. It is the best way to develop personal communication and have better connect with your target group.

b) Demand-side Platforms

DSP or Demand-side platforms allow you to manage multiple ad exchange and various data exchange accounts, using only one interface. With DSPs, you can track real-time bidding, optimize algorithms and get maximum value from each audience. In milliseconds, the search engines try to determine the value of prospective impression and places a bid accordingly. Using DSPs, you can also integrate ads with third-party vendors and ensure more impressions from various sources. Based on your communication objective, purpose of advertising, nature of product, and target audience profile, you must choose the most suitable platforms that will provide maximum reach and exposure to your brand. Such decisions are timeconsuming, and with adequate time and in-depth research and analysis; you can arrive at the right online destinations.

14) Write a note on search engine optimization(SEO)

SEO is an act of optimizing your website so that it “ranks” higher in search engine results pages, increasing the quantity of organic traffic to your website. Websites, blogs, and info graphics are among the mediums that profit from SEO. There are several approaches to SEO that may be used to drive quality visitors to your website. These are some examples: On-page SEO focuses on all of the content that resides “on the page” while viewing a website. You may answer queries for readers and rank better on search engine results pages (SERPs) by analyzing keywords for their search volume and intent (or meaning). Off-page SEO focuses on all of the action that occurs “off the page” while optimizing your website. Now you must be thinking, “What happens outside my website will have an impact on the ranking of my website?”. Yes, it will affect you. You will need inbound links for this. The number of publishers who link to you, as well as their domain “authority,” influence how highly you rank for the keywords you care about. You may get the back links you need to raise your website up on all the right SERPs by networking with other publishers, publishing guest articles on their websites (and linking back to your website), and creating external attention. Technical SEO is concerned with the backend of your website and how your pages are coded. Image compression, structured data, and CSS file optimization are

all examples of technical SEO that may improve the loading time of your website, which is a significant ranking criterion in the eyes of search engines like Google. In short, organic web traffic generated by SEO significantly impacts search rankings and, by extension, organic site traffic. You may utilize SEO to significantly enhance exposure and build long-term consumer engagement by leveraging keywords and phrases. SEO is described as enhancing a website's ranking in online search results, and hence organic site traffic, by the use of popular keywords and phrases. Because exposure is the first step toward a long-term consumer connection, robust SEO methods are extremely powerful in digital marketing initiatives.

15) Write a note on

a. Paid Search / Pay Per Click (PPC)

b. Search Engine Optimization (SEO)

a. Paid Search / Pay Per Click (PPC)

Paid search, also known as pay-per-click (PPC) advertising, usually refers to the paid result that appears at the top or side of a search engine results page. These advertisements charges when you click the ads and these ads will only show when certain targeted keywords or search phrases are entered into the search engine box. Your adverts are basically targeted to audiences looking for a specific product or commodity. As a result, because they rely on data collected from individuals' online behavior, these advertisements may be incredibly effective in increasing website traffic by providing relevant adverts to the right people at the right time. These advertisements also use retargeting, which means that marketing automation solutions may create unique, personalized cross-platform ads depending on the behaviors of clients.

b. Search Engine Optimization (SEO)

SEO is an act of optimizing your website so that it “ranks” higher in search engine results pages, increasing the quantity of organic traffic to your website. Websites, blogs, and info graphics are among the mediums that profit from SEO. There are several approaches to SEO that may be used to drive quality visitors to your website. These are some examples: On-page SEO focuses on all of the content

that resides “on the page” while viewing a website. You may answer queries for readers and rank better on search engine results pages (SERPs) by analyzing keywords for their search volume and intent (or meaning). Off-page SEO focuses on all of the action that occurs “off the page” while optimizing your website. Now you must be thinking, “What happens outside my website will have an impact on the ranking of my website?”. Yes, it will affect you. You will need inbound links for this. The number of publishers who link to you, as well as their domain “authority,” influence how highly you rank for the keywords you care about. You may get the back links you need to raise your website up on all the right SERPs by networking with other publishers, publishing guest articles on their websites (and linking back to your website), and creating external attention. Technical SEO is concerned with the backend of your website and how your pages are coded. Image compression, structured data, and CSS file optimization are all examples of technical SEO that may improve the loading time of your website, which is a significant ranking criterion in the eyes of search engines like Google. In short, organic web traffic generated by SEO significantly impacts search rankings and, by extension, organic site traffic. You may utilize SEO to significantly enhance exposure and build long-term consumer engagement by leveraging keywords and phrases. SEO is described as enhancing a website’s ranking in online search results, and hence organic site traffic, by the use of popular keywords and phrases. Because exposure is the first step toward a long-term consumer connection, robust SEO methods are extremely powerful in digital marketing initiatives.

16) What are The Steps to Crafting a Successful Digital Marketing Campaign.

A successful campaign involves strategic thinking, data-driven decision-making, and a deep understanding of your audience. From setting clear goals to analyzing post-campaign results, each step plays a vital role in achieving your desired outcomes. The Steps to Crafting a Successful Digital Marketing Campaign:

- Step 1: Define Clear Goals and Objectives:

Every successful campaign begins with a well-defined purpose. Establish what you aim to achieve, whether it's increasing brand visibility, driving sales, or enhancing

customer engagement. Specific, measurable, achievable, relevant, and time-bound (SMART) objectives serve as the foundation for your strategy.

- Step 2: Identify and Understand Your Target Audience

To effectively engage your audience, you must understand their demographics, preferences, behaviors, and pain points. Detailed buyer personas help you tailor your messaging and select the most suitable digital channels.

- Step 3: Conduct Thorough Market Research and Competitor Analysis

A comprehensive understanding of your industry landscape and competitors is crucial. Analyze trends, market gaps, and your competitors' strategies to identify opportunities and areas for differentiation.

- Step 4: Select the Right Digital Marketing Channels

Based on your audience and goals, choose the digital channels that align with your campaign objectives. Social media, search engines, email, content marketing, and influencer partnerships are among the various options.

- Step 5: Allocate Budget and Resources Determine your budget and allocate it wisely across different campaign elements, including ad spend, content creation, design, and analytics tools. An efficient allocation ensures optimal utilization of resources.

17) Write a note on Executing and Managing Your Digital Marketing Campaign.

In today's fast-paced digital landscape, effective marketing campaigns are essential for businesses to cut through the noise and reach their target audience. This comprehensive guide delves into the intricacies of campaign planning and execution in digital marketing. A successful campaign involves strategic thinking, data-driven decision-making, and a deep understanding of your audience. From setting clear goals to analyzing post-campaign results, each step plays a vital role in achieving your desired outcomes.

- Step 1: Develop Compelling Content Create engaging content that resonates with your target audience. Whether it's blog posts, videos, info graphics, or

interactive content, ensure that your content addresses your audience's needs and preferences.

- **Step 2: Establish a Campaign Timeline** Set clear start and end dates for your campaign, along with key milestones and tasks. A well-structured timeline keeps everyone on track and ensures efficient execution.
- **Step 3: Design Creative Assets** Craft visually appealing and platform specific creatives. Adhere to each platform's guidelines and maintain a consistent brand identity across all assets.
- **Step 4: Launch Your Campaign** Implement your campaign across the chosen channels. Set up tracking mechanisms to monitor real-time performance, allowing you to make informed decisions.
- **Step 5: Monitor and Optimize** Regularly monitor key performance indicators (KPIs), such as click-through rates, conversion rates, and engagement metrics. Use the data to identify trends and areas for improvement. Implement A/B testing to refine your approach. In the ever-evolving digital landscape, mastering the art of campaign planning and execution is continuous journey. By following these steps, you lay a strong foundation for successful digital marketing campaigns. Each campaign serves as a learning opportunity, allowing you to refine your strategies, optimize your approaches, and create increasingly impactful campaigns. With a commitment to creativity, data analysis, and adaptability, you'll be well-equipped to achieve exceptional results in your future digital marketing endeavors.

18) Explain how to Monitoring and adjusting digital marketing campaigns.

Monitoring and adjusting digital marketing campaigns Here's a guide on how to effectively monitor and adjust your campaigns:

1. **Set Clear Goals and KPIs:** Define specific goals and key performance Indicators (KPIs) for your campaign. These metrics could include click- through rates, conversion rates, website traffic, engagement rates, and more. Clear objectives provide a benchmark for measuring success.

2. Implement Tracking and Analytics: Utilize tracking tools such as Google Analytics, social media insights, and marketing automation platforms. These tools help you collect data on user interactions, behavior, and conversions.
3. Regularly Monitor Performance: Keep a close eye on your campaign's Performance using real-time data. Monitor your KPIs and metrics daily or weekly to identify trends and patterns.
4. Compare Data Against Goals: Regularly compare the data you've collected with your predefined goals and KPIs. Are you on track to achieve them? If not, identify areas that need improvement.
5. Conduct A/B Testing: Experiment with different variations of your ads, headlines, images, or other campaign elements. A/B testing helps you determine which variations are more effective and can guide adjustments.
6. Analyze User Behavior: Dive deep into user behavior data to understand how visitors are interacting with your campaign. Look at bounce rates, time spent on pages, and navigation paths to identify areas for improvement.
7. Evaluate Conversion Funnels: Review your conversion funnel to identify potential drop-off points. Are there stages where users are abandoning the process? Adjust those elements to improve conversion rates.
8. Adjust Ad Spend and Budget Allocation: Based on the performance of different channels and campaigns, reallocate your budget to invest more in high performing areas and reduce spend on underperforming ones.
9. Refine Targeting: Analyze audience demographics and behavior to refine your targeting. Adjust parameters like age, location, interests, and behaviors to reach a more engaged audience.
10. Optimize Ad Creative and Copy: Refresh your ad creatives, headlines, and copy to prevent ad fatigue. Engaging visuals and compelling copy can rekindle interest.
11. Landing Page Optimization: Continuously optimize your landing pages for better user experience and conversion rates. Test different layouts, CTAs, and content to find the most effective combinations.

12. Stay Responsive to Trends: Keep an eye on industry trends, seasonal changes, and current events. Adjust your campaigns to align with relevant Trends and maintain your campaign's relevance.
13. Review and Adjust Timeline: Assess your campaign timeline. Are there peak periods when your audience is more active? Adjust your campaign schedule to maximize visibility during these times.
14. Regular Reporting and Communication: Prepare regular performance reports that outline the progress of your campaign. Communicate these results with your team and stakeholders.
15. Be Agile and Adaptive: Be prepared to make quick adjustments based on real-time data. The digital landscape is dynamic, and the ability to pivot is essential for campaign success.
16. Learn and Apply Insights: Document the results of your adjustments and analyze their impact on your campaign's performance. Apply these insights to future campaigns for continuous improvement. By regularly monitoring and making data-driven adjustments, you can optimize your digital marketing campaigns for better results and ensure that you're meeting your goals effectively

19) Write a note on SWOT analysis and competitive analysis.

SWOT analysis (strengths, weaknesses, opportunities, and threats)is the counter part to a competitive landscape analysis. It offers a framework to analyze your business against other forces in your market. Use this process to identify what's working, spot potential organic growth opportunities, and prepare for external threats. Start by analyzing the strengths of your company. What are your primary advantages over your competition? Which things do you do particularly well? What unique resources do you have at your disposal? Next, look at your weaknesses. What elements of your business aren't working particularly well? What things keep you from making sales? Where do you fall short of your competitors? The third step is to look closely at the opportunities available to your company. Are there any market trends you can take advantage of? Can you utilize new technology that your competitors can't? Is there an under-served segment in your audience? Finally, identify any potential threats to your business.

Could a competitor steal market share? Are there any obstacles blocking business growth? Are there potential financial issues on the horizon? The data from your SWOT analysis will help you develop your digital marketing plan. Your plan should cater to your strengths, mitigate your weaknesses, move toward opportunities, and proactively avoid potential threats. All in the name of helping you to increase sales.

20) Write a note on calculating digital marketing plan and budget.

The next step in creating the best digital marketing plan for your brand is to calculate your budget. The budget will define how much you have available to spend on digital marketing activities, as well as guide you toward specific channels, strategies, and tactics. The amount you budget for digital marketing will vary based on a number of factors, including:

- Revenue
- Position within the industry
- Previous results
- Goals
- Location
- Profitability of a strategy, tactic, or campaign

How much will you allocate to brand awareness campaigns? What about to specific campaigns and offers? Are you going to allocate a certain amount of digital marketing budget for customer retention? Do you know how much to spend on SEO? It's important to establish your budget upfront. However, remain flexible so you can capitalize on opportunities for greater SEO ROI. If you notice that a certain campaign just isn't generating positive ROI, then you may be better off eliminating that spend. Similarly, if you see that a certain campaign (or channel) is producing outsized results, consider shifting the budget and allocate additional dollars towards what's working well. If you have a specific return-on-spend in mind that's highly profitable, then keep increasing the budget as long as you're keeping your acquisition costs under the target. In this way, your budget

can be a dynamic, evolving support mechanism of your digital marketing initiatives.

21) Write a note on creating marketing calendar.

A marketing calendar allows you to map out exactly when you'll implement your digital marketing campaigns and initiatives. It also creates accountability, ensuring that you hit deadlines and effectively execute the plan throughout the year. A calendar also helps ensure that you are consistently reaching each of your various audience segments throughout the year. Try to map out 12 months in advance, and break down your calendar into each month of the year. This will provide you with an overall framework, along with sufficient time to prepare and execute on each delivery. For example:

- In January you'll release a training webinar. Before you can release it, you need to create a slide deck, build a landing page, design social media graphics, etc.
- Throughout January and February, you'll promote the training webinar across multiple channels, including social media, email, video, and PR.
- In March, you're going to start a blog that will be updated weekly. To make this happen, you need to decide on topics, assign them to writers, coordinate with a designer, create a blog calendar, organize videos to be embedded, etc. Be realistic when creating your editorial calendar. Give yourself sufficient time to get everything done in a quality manner, and make sure that each deliverable is clearly assigned to a specific individual.

22) How to define audience segmentation and buyer personas

A key reason why digital marketing is important is because it allows you to target your audience with great precision. For any digital marketing campaign to be successful, you need to know who you're targeting. Segmenting your audience and then building buyer personas for each of those segments can provide you with insights about what types of marketing will be most effective. For example, say you sell IT services. Part of your audience might be small businesses with less than \$500,000 in revenue. You might also sell to large corporations with significant IT needs. Your buyer personas and marketing strategies for each of these segments will look very different. Messaging that resonates with a small

business owner probably won't resonate with the head of a large IT department, and vice versa. Start by defining the different segments in your target audience. From there, begin building out the personas of your ideal customer within each segment. Here are 9 great examples of personas to get started. Your buyer persona information will vary depending on whether you're B2B or B2C and the price of your product/service. Some demographic and additional information you may want to include is:

- Age range
- Income
- Job title
- Location
- Priorities
- Goals
- Challenges
- Interests
- Social media platforms
- Industry
- Pain points
- Products/features desired

your goal in creating personas is to get inside the minds of your target customers and to see things from their perspectives. When you understand what matters most to them, you can make a digital marketing plan that speaks to their deep desires and big challenges

Unit 2

2 mark Questions:

1. List any 8 Social Media Platforms?

- Face book
- Instagram (owned by Face book)
- X (Formerly Twitter)
- LinkedIn
- Snap chat
- YouTube
- TikTok
- Pinterest
- Reddit

2. Define social media marketing?

Social media marketing is the process of using social media platforms to promote a product, service, or brand. It has become increasingly important in recent years due to the growing popularity of social media and the increasing amount of time people spend on these platforms.

3. What is Carousel Advertisement? Give an Example

Carousel Ads: Carousel social media ads show multiple marketing videos and/or images in one ad. Each video or image can have a headline, description, link, and CTA (Call to Action). These types of social media ads are most popular on Face book n). And Instagram. One can use carousel ads to advertise real-estate, show different features of a product, tell a brand story, show behind-the-scenes shots, or any other product or promotion that fits.

4. Define CRM Analytics?

Nowadays, Customer Relationship Management does not remain in its old format and nor does it follows any prescribed guidelines. Companies are creating bots to

interact with people through social media channels. These bots can do many things, from selling products to directing customer support requests and even entertain people with games. Also known as chat bots, these virtual entities rely on different kinds of technologies to interact. They range from simple and basic sets of possibilities to systems that learn from the interactions and evolve into delivering more.

5. List any four Social Media Analytics software?

- Analytics
- Listening
- Advertising analytics
- CMS analytics
- CRM analytics

6. List any four features of Face book and Instagram.

1. Face book

- Personal Profiles and Pages: Users can create personal profiles or pages for businesses, celebrity's causes, and more
- News Feed: A stream of updates from friends and pages that users follow.
- Groups: Communities of users with shared interests.
- Messenger: A messaging app for private and group chats
- Stories: Temporary photos or videos visible for 24hours

2. Instagram (owned by Face book):

- Photos and Videos: Users share photos and videos with their followers.
- Stories: Temporary content that disappears after 24hours
- IGTV: Allows for longer video content.
- Reels: Short, 15-second video clips.

- Shopping: A feature for businesses to sell products directly

7. List any four features of twitter and LinkedIn?

- X (Formerly Twitter):
- Tweets: Short messages of up to 280 characters.
- Re tweets and Likes: Sharing and endorsing others content
- Lists: Curated groups of X's (Formerly Twitter)) users.
- Trending Topics: Real-time popular topics and hashtags
- X (Formerly Twitter) Spaces: Audio chat rooms. LinkedIn:
- Companies & Jobs: Businesses can post job openings, and users can apply.
- Professional Profiles: Users showcase their professional experience, skills, and endorsements.
- News Feed: Updates from connections and followed entities.
- Groups: Professional communities cantered around industries or interests.

8. List and explain features of Reddit?

- Posts: Text, links, photos, or videos shared within subreddits.
- Subreddits: Communities based on interests or topics.
- Up votes/Down votes: Community-driven content ranking.

9. List and explain features of Pinterest?

- Pins: Images or videos saved from the web.
- Boards: Collections of pins around a theme or topic.
- Shopping Pins: Direct links to products available for purchase.

10. Mention any four benefits of social media optimization?

- Grow your followers at a faster rate
- Understand your audience on a deeper level
- Increase your engagement rate

- Improve reach on social media

11. What are the basic and common features of social media applications?

- Push Notifications
- Single and Group Video Calls
- UI Kits
- End-to-end encryption
- Typing Indicators
- Delivery and read receipts

12. List any two effective things that SMO requires?

- Social media profiles on the appropriate channels
- Administrative access to the website

13. What are analytics in social media? Mention its category?

Analytics is indeed a very broad term. In the digital marketing world, it is as broad of a term as it gets. It becomes even more confusing when we go beyond marketing and start noticing that there are analytics available for any business process. The analytics types are divided into the following categories:

- Analytics
- Listening
- Advertising analytics
- CMS analytics
- CRM Analytics

14. What are the steps involved in social media analytics workflow?

The main steps involved in the analytics workflow as follows:

- Data access
- Data processing and normalization
- Data analysis
- Insight

15. What is data processing and normalization in social media?

The raw data obtained from data retrieval using social media APIs may not be structured and clean. In fact most of the data obtained from social media is noisy, unstructured and often contains unnecessary tokens such as Hyper Text Markup Language (HTML) tags and other metadata.

16. What is carousel Ads in Social media?

Carousel social media ads show multiple marketing videos and/or images in one ad. Each video or image can have a headline, description, link, and CTA (Call To Action). These types of social media ads are most popular on Face book and Instagram. One can use carousel ads to advertise real estate, show different features of a product, tell a brand story, show behind-the-scenes shots, or any other product or promotion that fits.

17. What is collection Ads in Social media?

Collection ads are among the best types of social media ads. These ads include a cover photo or video, followed by smaller product images that show the details of the 'products' or 'services' pricing and features. It is a form of a storefront, which allows the users to buy the products without leaving the social media platform. You can link each image to a separate URL. These ads nurture the users' interest in a particular brand and provide good results for the small business social media marketing campaigns. These types of social media ads are highly effective on Instagram, Face book, and Snap chat.

18. What are stories Ads?

Story ads are supported on Instagram, Snap chat, and Face book. These ads allow advertising your products or services in between users' Stories. The short duration of Stories makes these types of social media ads ideal for time-sensitive promotions. Stories have higher visibility as they are at the top of users' feeds, which makes them great for building awareness.

Long answer questions

1. Explain important features of any Five Social media platforms

Important features of five social media platforms are as follows,

1. Facebook:

- Personal Profiles and Pages: Users can create personal profiles or pages for businesses, celebrities, causes, and more.
- News Feed: A stream of updates from friends and pages that users follow.
- Groups: Communities of users with shared interests.
- Marketplace: A platform for buying and selling items locally.
- Messenger: A messaging app for private and group chats.
- Stories: Temporary photos or videos visible for 24 hours.

2. Instagram (owned by Face book):

- Photos and Videos: Users share photos and videos with their followers.
- Stories: Temporary content that disappears after 24 hours.
- IGTV: Allows for longer video content.
- Reels: Short, 15-second video clips.
- Shopping: A feature for businesses to sell products directly

3. X (Formerly Twitter):

- Tweets: Short messages of up to 280 characters.
- Retweets and Likes: Sharing and endorsing others' content.
- Lists: Curated groups of X (Formerly Twitter)) users.
- Trending Topics: Real-time popular topics and hash tags.
- X (Formerly Twitter) Spaces: Audio chat rooms.

4. LinkedIn:

- Professional Profiles: Users showcase their professional experience, skills, and endorsements.
- Companies & Jobs: Businesses can post job openings, and users can apply.
- News Feed: Updates from connections and followed entities.
- Groups: Professional communities centered around industries or interests.
- Learning: A platform for professional courses and certifications.

5. Snap chat:

- Snaps: Photos and videos shared with friends.
- Stories: Collections of snaps that last 24 hours.
- Discover: Content from media partners and creators.
- Snap Map: A map showing friends' locations and public stories.
- Filters and Lenses: Augmented reality features for enhancing content.

2. List and explain basic features that are commonly available in most of social media apps

There are some basic features that commonly available in most of social media apps:

1. Push Notifications: Notifies users whenever a message or a call is missed or received.

- 2. Single and Group Video Calls:** Offers one-to-one and group video chats for users to converse with one another.
- 3. Typing Indicators:** Lets users know when their peer is typing to keep chats on.
- 4. Online presence indicators:** Allows users to learn when the other user is online or not.
- 5. UI Kits:** Gives full control of the look and feel of communication apps to easily integrate UI components.
- 6. Delivery and read receipts:** Lets users know when their messages are delivered and read.
- 7. End-to-end encryption:** This feature allows users to engage in a secure and encrypted communication with other users. Some of the common E2E encryption protocols include AES-256, SSL, and TLS.

3. Write the Benefits of social media marketing

Benefits of social media marketing are as follows,

- 1. Increased brand awareness:** Social media platforms provide a wide reach, which allows businesses to promote their brand, among different categories of buyers.
- 2. Targeted audience:** One of the key benefits of social media marketing is its ability to reach a large and diverse audience. Social media platforms offer a wealth of data on their users, which allows businesses to create targeted marketing campaigns that reach specific demographics and geographic locations. Additionally, social media marketing allows businesses to target specific groups of people based on their interests and behaviors, which can help to increase the effectiveness of marketing efforts.
- 3. Cost-effective:** Social media marketing is often less expensive than traditional forms of advertising, such as television or print ads.

4. Interaction with customers: Another key benefit of social media marketing is the ability to engage with customers and potential customers in real-time. Social media platforms provide businesses with an easy way to interact with customers, receive feedback, and respond to complaints or concerns.

5. Measurable results: Social media platforms offer a wealth of data and analytics, which allows businesses to track the success of their marketing campaigns and adjust as needed.

6. Create a community: Social media platforms allow businesses to create a community around their brand, which can lead to increased customer loyalty and advocacy.

7. Building relationships: Social media platforms provide an opportunity for businesses to build relationships with their customers, which can lead to increased customer loyalty and repeat business. Social media platforms offer businesses to interact with their followers using live reviews, video reviews, chat bots, customizable products etc.

4. Describe how you can optimize a company's social media profile

Social media optimization or SMO is a marketing discipline that emphasizes a holistic approach to social media and website content management. SMO is used to drive traffic to a Company's website or to raise awareness of a product, a promotion, or an event. Due to its 5 close ties to websites and search engine optimization, SMO includes efforts to improve a website's social media effectiveness with techniques such as content optimization and social sharing. Effective SMO requires the following things, at minimum:

- Social media profiles on the appropriate channels
- Access to the publishing controls for the social media channels
- Administrative access to the website
- Access to analytics data for your website

- Access to analytics data for your social media channels, such as Facebook Insights
 - Willingness to make the effort needed to interact with your audience
- Social media optimization involves creating unique content for a social media site that attracts followers to the website for more information or to purchase. Business objectives and projected outcomes require complete clarity in what you are trying to achieve in social media.

Some of the potential objectives that can be framed by companies from all industries of all sizes utilize social media are as follows:

1. Establish an infrastructure to govern internal social media efforts going forward.
2. Generate new business for your established company or a new brand or product line within your existing company.
3. Generate more traffic to either your website or your brick-and-mortar store.
4. For some start-up companies, especially in e-commerce, use social media as your primary marketing channel.
5. Build a greater social media audience or nurture a large social media community as part of your corporate marketing and communications infrastructure.
6. Scale usage of social media internally as an organization.
7. Integrate social media into your current digital properties.
8. Engage customers wherever they are, realizing that social media is a viable new communication platform.
9. Attract more business from your current customers by engaging with them via social media.
10. Further, extend your brand into the social media communities of your customers to improve public goodwill.

11. Attract social media influencers in order to better amplify your social media messages.
12. Attain thought leadership in your industry through social media engagement.
13. Provide distributors, resellers, and other partners with social media content they can reuse for their own social efforts.
14. Proactively approach social media in preparation for an inevitable crisis and understand what to do in terms of crisis management from a social media perspective.

5. Write common tips to create the best Social Media Profile

1. Name the Social Profile same as Business Firm's name:

When you craft your social media page, you should use your business name as the name of the page. Always make sure you create one page for your business and utilize only your business's name for the page name. This will help create a central location for your followers and allow you to promote more than just one product on the page.

2. Choose a Memorable Username:

Another great tip, according to Kiss metrics (An analytics software like Google Analytics) ,is to choose a username that reflects your business, but is also memorable for clients. This can help you gather more followers and likes if you give your profile username out, and it can also help clients remember what your page is called. Most businesses simply choose their own name for this, but if you can't do that or have to limit the amount of characters in the username, find something that works perfectly.

3. Keep the Same Username Across All Platforms: When you create your username ,it is a good idea to check its availability on all platforms you plan on using. You will most likely start out on Face book, X(Formerly X(Formerly Twitter)), Instagram and YouTube. However, you should think about other sites you might want to use in the future and claim your username before it is taken. A

few other sites to consider using are, Pinterest, LinkedIn, Snap chat, Twitch, Quora and Reddit. Decide if these platforms are for you, and go ahead and claim your username. You can always make the profile private until you are ready to publish to it. If you can't keep your username the same across all platforms, try to make them as similar to each other as possible.

4. Always Use a Profile Image: Upload a profile image on all of your social profiles. This is a great way to help clients find your social sites quickly and easily while also making sure people know your site is not a spam site. The Profile image for your various profiles can be a brand logo. This also depends on the business you are running. If your business is more of a personal one such as a musician or motivational speaker, then you can use an image of yourself or of a person, people will connect with. However, it is usually a good idea to brand your profile photograph and use a company logo or design for other businesses.

5. Use Attractive Cover Images: The majority of social media sites are making way for cover photos now, which helps add a great flair to your site. Many businesses just opt for a stock photo, which can always work, it is advised to use a company logo or you might be able to use your company's name in the design, but try to find images that are more spacious and aren't very busy with type.

6. Add Your Website Link to the Profile Page: Always post your company's website link on your profile page. The great thing about 8 most of the major social media platforms is that they provide the ability to put the links of all other platforms in a prominent place on the profile. This makes it easier for followers to click the link and head to your site. However, don't just use it in the designated slot on profile page; use it several times by posting various links to blogs and products or services when you post updates. This will help promote more clicks/views to your site, giving your audience the ability to read more from your company and directing them to specific locations, encouraging them to purchase items from you.

7. Write a Professional Biography on All Social Sites: A bio is an important part of any social site, whether you can write a lengthy one or one with a character limit such as X (Formerly X (Formerly Twitter)). Write a creative professional bio,

which includes the following features: a. Lines that show the people what you have accomplished instead of telling people about yourself. b. Consider the keywords, which are specific to your audience. c. Avoid using overused words in the bio, and design something that is fresh and professional. d. Always answer a question for the reader to encourage them to follow your social page. e. Make sure you look over your bio regularly and make changes as needed. A fresh bio is a great idea, just like having fresh web contents. Keep things new for your readers.

8. Take utmost care about the photographs: Make sure all images follow the sizing rules for the site. Each social channel has different photo sizing rules for their profile photos, cover images and any photographs you load on the site. Sometimes, the channels might resize the image for you, which can cause blurriness or other problems, so you should always aim to stick to the rules. Take a look and make sure all of your social platforms have images that fit the sizing rules.

9. Search Engine Optimization: Utilize SEO (or SMO) tactics for Social Media Profiles. When it comes to your social profiles, you have an incredible chance to further SEO for your site. According to Search Engine Examiner, this is called social media optimization or SMO. Remember, each online element you utilize is just one more way to help you rank. You know the keywords that will help people find your website and blogs and you've already implemented them. Now it is time to implement those same keywords into your social profile, and your social media markup tags. Use them in your bio, and use a few 9 throughout the posts you use. However, you should always remember to avoid keyword stuffing. It can still get you a penalty if you stuff your social profile with keywords.

10. Link to Your Other Social Media Platforms: When you create a new social profile, let people know and link to the other social site. This will also work if you have one site that doesn't have very many followers. For example, if you have several followers on Face book and only a handful of followers on X (Formerly X (Formerly Twitter)), then make an update on Face book encouraging people to follow your X(Formerly Twitter))account. Include links within your profile, if

possible, to other social channels or regularly promote the different channels. You should definitely do this if you have just started up an Instagram or Pinterest profile to get people to follow quickly.

11. Stay Consistent with All of Your Information: A great tip that many social media experts give is to keep all of your information consistent across all platforms. Consistent information and branding across different platforms creates a very professional look and feel, especially if it is consistent with your website as well. This can create a sense of familiarity with your followers and can even bring in new customers. On that note, you should also always make sure your content and information is up-to-date. It can be time-consuming to keep your profile current, but it is a great idea.

6. Write a note on the benefits of social media optimization

Here's what the right social media optimization tactics can do for your social media efforts:

- Grow your followers at a faster rate
- Understand your audience on a deeper level
- Increase brand awareness on social media
- Improve reach on social media
- Improve the quality of your leads from social media
- Sell more of your products and services through social channels
- Increase your engagement rate

7. Write an elaborative note on Social media advertising

Social media advertising is a type of digital marketing strategy that uses social networks, such as LinkedIn, YouTube, Facebook, X (Formerly Twitter), TikTok and Instagram, to deliver paid ads to your target audience. Ads on social media can influence advertisements' effectiveness because one can reach a larger audience, target specific demographics, reach the target audience

on their favorite social media platform, and interact with the customers/prospects. As the field of digital marketing grows, choosing the best paid social media ad for a business is a tedious task. There are six different types of social media ads as follows,

1. Image Ads: These are perhaps the most common types of social media ads. Almost every social media platform supports image ads. We find them on news feeds, sidebars, and banners. Image ads immediately grab the audience's attention, which makes them great for creating awareness about a brand or a product. One can include a link to a specific page on their website on the ad or a call-to-action like "Shop Now". To get the most out of social media image ads:

- Use high-quality images
- Keep text on the image to a minimum
- Try to match the style of content found in the posts, as it helps the audience associate the ad with the business faster.

2. Video Ads: Video is a powerful marketing tool. Every major social media platform supports video ads. They are visually captivating, which makes them particularly effective in gaining the attention of your target audience. The best available live-stream video shopping platforms are helping them to boost their sales in their live shopping events. Make sure that every video has a single powerful message. Short videos, preferably under one minute, tend to perform better. However, do not be afraid to make it a little longer to convey a compelling message. Ensure that the video ads can be understood without the sound on for two reasons:

1. Most mobile users watch videos on social media with the sound off.
2. When a user has enabled auto-play, most videos will auto play with the sound off.

3. Carousel Ads: Carousel social media ads show multiple marketing videos and/or images in one ad. Each video or image can have a headline, description, link, and CTA(Call To Action). These types of social media ads are most popular on

Face book and Instagram. One can use carousel ads to advertise real estate, show different features of a product, tell a brand story, show behind the scenes shots, or any other product or promotion that fits.

4. Stories Ads: Story ads are supported on Instagram, Snap chat, and Face book. These ads allow advertising your products or services in between users' Stories. The short duration of Stories makes these types of social media ads ideal for time-sensitive promotions. Stories have higher visibility as they are at the top of users' feeds, which makes them great for building awareness.

5. Message Ads: While most types of social media ads appear in a user's news feed or Stories, Face book Messenger ads and LinkedIn Sponsored InMail appear as a message. Face book Messenger ads appear in a user's Chats tab in between their conversations. Interested users can tap on the ad and carry out an automated conversation with the brand or the message can redirect them to the product's page or service pages. Keep your messages simple and direct to get the most out of these types of social media ads.

6. Collection Ads: Collection ads are among the best types of social media ads. These ads include a cover photo or video, followed by smaller product images that show the details of the products' or services' pricing and features. It is a form of a storefront, which allows the users to buy the products without leaving the social media platform. You can link each image to a separate URL. These ads nurture the users' interest in a particular brand and provide good results for the small business social media marketing campaigns. These types of social media ads are highly effective on Instagram, Face book, and Snap chat.

8. List the different types of Analytics and explain any two.

The analytics types are divided into the following categories,

- Analytics
- Listening
- Advertising analytics

- CMS analytics
- CRM Analytics
 - Analytics: When the source of the data is exclusively the social channels that we add into an analytics tool, that data falls into the analytics category. Data sources that are included here are the content that the channel publishes, interactions related to the content published, number of followers, and some information on these followers.
 - Listening: Social media listening received this name because it relates to the analyst being able to “hear” what the market is saying about the brand via social media channels. Many marketers also refer to it as social media monitoring.
 - Advertising Analytics: Social media commonly is an advertising channel for many brands. Many marketers treat it as simply that, and are very oriented to conversions and the return on investment (ROI) of their campaigns.
 - CMS Analytics: Another big aspect of social media is the management of content in a professional level. When we have a brand identity to maintain, many different social media channels to publish into and an ongoing significant amount of very specific content that we wish to publish, we need tools to help us get it done. These content management systems (CMS) also come with metrics of their own. These metrics typically display the performance of each team member and allow you to mark content to better analyze the progress of each campaign.
 - CRM Analytics: Nowadays, Customer Relationship Management does not remain in its old format and nor does it follow any prescribed guidelines. Companies are creating bots to interact with people through social media channels. These bots can do many things, from selling products to directing customer support requests and even entertain people with games. Also known as chat bots, these virtual entities rely on different kinds of technologies to interact. They range from simple and basic sets of possibilities to systems that learn from the interactions and evolve into delivering more.

9. Differentiate between SEO and SMO

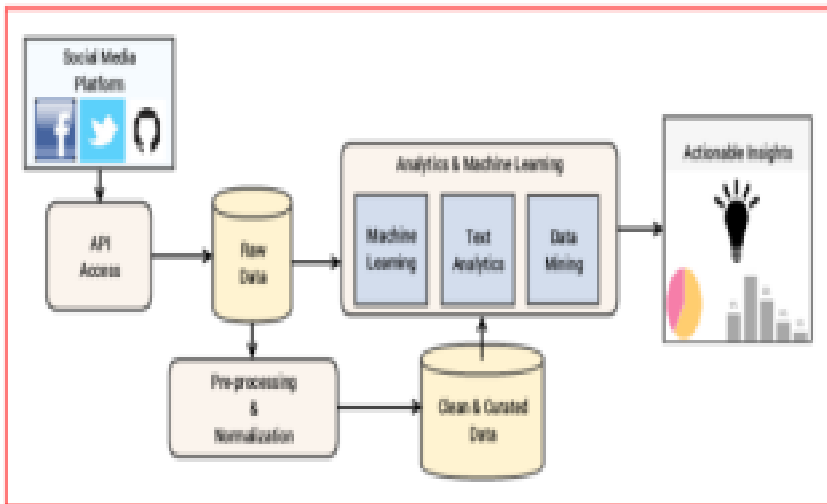
	Search Engine Optimization	Social media optimization
1.purpose	SEO aims to optimize a website's visibility on search engines, making it more likely to appear in organic search results.	SMO focuses on enhancing a brand's presence and visibility on social media platforms.
2.Focus	It primarily focuses on improving website content, structure and relevance to search engine algorithms.	It involves creating shareable content, engaging with the audience and optimizing social profiles to increase brand awareness.
3.Technique	Involves keyword research, on-page optimization, link building and technical SEO to enhance the website's search engine rankings.	Includes social media content creation, community engagement, influencer partnerships and social media advertising.
4.Results	SEO efforts take time to show results and the impact is generally seen in the long term.	SMO efforts can lead to more immediate results with increased visibility and engagement on social media platforms.
5.Traffic source	Drives organic traffic, meaning visitors find the website through unpaid search engine results.	Drives traffic from social media platforms, leveraging shares, likes and comments.
6.Algorithm consideration	Adapts strategies to changes in search engine algorithms to maintain or improve rankings.	Adapts to changes in social media algorithms, staying updated with trends and user behaviors.
7.Metrics	Key metrics include keyword rankings, organic traffic, bounce rate and conversion rate.	Key metrics include likes, shares, comments, follower growth and social media referral traffic to the website

10. Write a note on social media analytics workflow

The main steps involved in the analytics workflow as follows:

- Data access
- Data processing and normalization
- Data analysis

- Insights



Data access: For access to social media data, you can usually do it using standard data retrieval methods in two ways. The first technique is to use official APIs provided by the social media platform or organization itself. The second technique is to use unofficial mechanisms, like web crawling and scraping. The data we obtain is the raw data that can be further processed and normalized as needed.

Data processing and normalization: The raw data obtained from data retrieval using social media APIs may not be structured and clean. In fact most of the data obtained from social media is noisy, unstructured and often contains unnecessary tokens such as Hyper Text Markup Language (HTML) tags and other metadata.

Data analysis: This is the core of the whole workflow, where we apply various techniques to analyze the data: this could be the raw native data itself, or the processed and curated data. Usually the techniques used in analysis can be broadly classified into three areas:

- Data mining or analytics
- Machine learning
- Natural language processing and text analytics

Insights: The results from our workflow are the actual insights that act as facts or concrete data points to achieve the objective of the analysis. This can be anything from a business intelligence report to visualizations such as bar graphs, histograms, or even word or phrase clouds. Insights should be crisp, clear, and actionable so that it can be easy for businesses to take valuable decisions in time by leveraging them.

