

MODULE : 5

Qs. 1. Meta : Plan a Campaign for a Budget below.

Ans :

Qs. 2. What is the use of E-mail marketing?

Ans : **Email marketing** is one of the oldest and most popular digital marketing techniques. It is a **way for businesses to send messages directly to people's email inboxes** to promote their products, services, or updates.

It is mainly **used for the following purposes:**

1. Direct Communication

- Businesses can communicate directly with their customers without intermediaries.
- Emails go straight to the customer's inbox, ensuring personal engagement.

2. Building Customer Relationships

- Helps companies stay connected with customers by sending regular updates, offers, and newsletters.

- Builds trust and brand loyalty over time.

3. Promotion of Products & Services

- Promotes new launches, discounts, or exclusive deals through **promotional emails**.
- Encourages repeat purchases and brand recall.

4. Cost-Effective Marketing Tool

- Email campaigns are cheaper than traditional advertising.
- Businesses can reach thousands of customers with minimal investment.

5. High ROI (Return on Investment)

- With low costs and measurable results (open rate, CTR, conversion rate), it offers one of the best ROI in digital marketing.

6. Customer Engagement & Retention

- Keeps your audience informed about updates, tips, or upcoming events.

- Re-engagement emails can bring back inactive customers.

7. Personalized Marketing

- Emails can be customized based on customer behavior, interests, or demographics.
- Improves response rates and conversion through personalized content.

8. Driving Website Traffic

- Includes links and CTAs (Call-to-Action) that lead users back to websites, blogs, or online stores.

9. Lead Generation & Conversion

- Encourages users to sign up, download resources, or make purchases, helping convert potential leads into customers.

Qs. 3. What goals you can achieve with the help of email marketing?

Ans :  **Goals You Can Achieve with the Help of E-mail Marketing**


According to your uploaded file **digitalmarketing_slide.pdf**

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and standard digital marketing practices, **email marketing** is not just about sending messages — it's a **strategic tool** to achieve multiple marketing and business goals.


1. Increase Brand Awareness

- Regular emails (newsletters, offers, updates) keep your brand in front of the customer's eyes.
- Helps people remember your company when they think of products or services you offer.
- Makes your audience familiar with your brand's tone, style, and values.

 *Example:* Weekly newsletters from “DIGIN Creative Hub” showcasing success stories or digital marketing tips help reinforce your brand image.


2. Generate & Nurture Leads

- Email marketing helps **capture new leads** through sign-ups, gated content, or promotions.
- Once you have a list, you can **nurture leads** with regular, valuable content until they're ready to buy.

 *Example:* Sending follow-up emails after someone downloads your service brochure to guide them toward making a purchase.


3. Drive Sales & Conversions

- Sending **special discounts, limited-time offers, and product recommendations** directly drives purchases.
- Retargets customers who abandoned their carts or showed interest in a service.

 *Result:* Increased product sales, more bookings, and higher conversion rates.


4. Improve Customer Engagement

- Emails are used to **connect personally** with your audience — through surveys, greetings, or event invitations.
- Interactive emails (polls, links, videos) improve user participation.

 *Example:* “Rate our service” or “Tell us your feedback” emails encourage active communication.


5. Enhance Customer Retention & Loyalty

- Email marketing builds long-term customer relationships.
- Sending personalized messages, loyalty rewards, and birthday wishes keeps customers emotionally connected.

 *Example:* A “Thank you for 1 year with us” email makes customers feel valued.

6. Promote New Products or Services

- Businesses can instantly **announce launches, updates, or upcoming events** to thousands of subscribers.
- Helps in generating excitement and quick awareness.

 *Example:* “Launching our new SEO package — limited early-bird offers available!”


7. Drive Website Traffic

- Every email can include **links to your website, blog, or landing page**.
- Boosts organic traffic and helps in SEO indirectly through user engagement.

 *Example:* “Read our latest blog on Digital Trends 2025” with a clickable CTA.


8. Collect Feedback & Insights

- You can use emails to **run surveys or polls** to learn what customers like or want to improve.
- Data gathered helps refine marketing strategies and services.

 *Example:* “How did you like our new campaign?” → Links to a Google Form or quick survey.

9. Build Personalized Customer Experiences

- With automation and segmentation tools (like Mailchimp or HubSpot), businesses can send **personalized content** based on user interests or past behavior.
- Increases relevance and open rates.

 *Example:* Sending separate content to students, professionals, and entrepreneurs based on their profiles.

10. Measure Marketing Performance

- Email marketing allows you to **track measurable results** such as:
 - Open Rate
 - Click-Through Rate (CTR)
 - Conversion Rate
 - Unsubscribe Rate
- These insights help optimize future campaigns and improve ROI.

Qs. 4. Set-up an automation email for www.esellerhub.com abandon cart.

- Suggest a Subject for the email.

- Prepare an email

Ans :

Qs. 5. What is affiliate Marketing?

Ans : **Affiliate Marketing** is a **performance-based marketing strategy** where a business rewards third-party partners (called *affiliates*) for generating traffic, leads, or sales through their marketing efforts.

 **How It Works (Step-by-Step Process):**

1. The Business / Advertiser:

A company or brand that wants to sell its products or services (e.g., Amazon, Flipkart, or Bluehost).

2. The Affiliate / Publisher:

A person or website owner who promotes the business's products using affiliate links (e.g., bloggers, influencers, YouTubers).

3. The Customer:

The person who clicks on the affiliate's link and makes a purchase.

4. The Affiliate Network (Optional):

A platform that connects businesses with affiliates and tracks sales, clicks, and commissions (e.g., CJ Affiliate, ClickBank).

5. Commission:

When the customer buys through the affiliate link, the affiliate earns a percentage of the sale (e.g., 5–30% depending on the program).

Example:

Let's say you join **Amazon Associates (Affiliate Program)** —

- You promote a digital camera on your blog or YouTube.
- You share your **affiliate link** (a unique tracking link).
- When someone clicks that link and buys the camera, **Amazon pays you a commission** — usually a percentage of the sale value.

Main Purpose of Affiliate Marketing:

- To **increase sales and brand reach** for the business.
- To allow individuals or marketers to **earn passive income** by promoting other people's products.

Key Benefits:

For Businesses (Advertisers)

Gain more exposure & reach
new audiences

For Affiliates (Promoters)

Earn commission-based income

Pay only for real results
(sales or leads)

Start earning without owning a
product

Improve brand awareness
through affiliates

Flexible work — promote
anytime, anywhere

Low marketing cost, high ROI

Build audience trust by
recommending products

Types of Affiliate Marketing:

1. Unattached Affiliate Marketing

- The affiliate has no direct connection to the product.
- Promotion happens through ads, PPC, or blogs.
- Example: Running Google Ads for an Amazon product.

2. Related Affiliate Marketing

- The affiliate promotes products relevant to their niche.
- Example: A travel blogger promoting luggage brands.

3. Involved Affiliate Marketing

- The affiliate personally uses and recommends the product.
- Example: A tech YouTuber reviewing and linking laptops they've used.

Affiliate Marketing Channels:

- Blogs and websites
- YouTube videos

- Social media (Instagram, Facebook, X/Twitter)
- Email marketing
- Product review sites
- Paid ads (Google, Meta Ads)

Affiliate Marketing in Digital Strategy:

Affiliate marketing is an essential part of **digital marketing** because it helps:

- Boost traffic and conversions without high advertising costs.
- Expand brand visibility through influencers and content creators.
- Build credibility as affiliates often have loyal audiences.

Qs. 6. List some famous websites available for affiliate marketing.

Ans :

1. **Amazon Associates**
2. **ClickBank**
3. **CJ Affiliate (Commission Junction)**

- 4. ShareASale**
- 5. Rakuten Advertising**
- 6. Impact Radius (Impact.com)**
- 7. Awin**
- 8. PartnerStack**
- 9. FlexOffers**
- 10. eBay Partner Network**

Qs. 7. Which are the platforms you can use for affiliate marketing?

Ans :

- 1. Websites and Blogs**
- 2. YouTube**
- 3. Social Media Platforms** (Instagram, Facebook, X/Twitter, LinkedIn)

4. Email Marketing

5. Podcasting Platforms

6. Affiliate Networks (like ClickBank, CJ Affiliate, ShareASale)

7. Mobile Apps

8. Paid Advertising Platforms (Google Ads, Meta Ads)

9. Review and Comparison Sites

10. Influencer Platforms (Instagram Reels, TikTok, YouTube Shorts)

Qs. 8. Youtube:

Ans :
