Module - 5

# (2) What is the use of Email Marketing?

**Email marketing** is a digital marketing strategy that uses emails to communicate with potential and existing customers.  
 It helps businesses:

* Promote products, services, or events.
* Build strong customer relationships.
* Drive website traffic and sales.
* Share updates, offers, or newsletters directly to subscribers.
* Retain customers through personalized engagement.

# (3) What goals can you achieve with the help of Email Marketing?

Email marketing can help you achieve several marketing and business goals such as:

1. **Increase sales and conversions** (e.g., product launches, special offers).
2. **Generate leads** and nurture prospects through the sales funnel.
3. **Enhance customer loyalty** and brand trust.
4. **Boost website traffic** through call-to-action (CTA) links.
5. **Promote new content** such as blogs, guides, or case studies.
6. **Recover abandoned carts** and encourage purchases.
7. **Collect feedback** and improve customer satisfaction.

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

<https://244242786.hubspotpreview-na2.com/_hcms/preview/email/253943974630?portalId=244242786&preview_key=vAtXzlQG&_preview=true&from_buffer=false&hsPreviewerApp=email&cacheBust=0&>

# (5) What is Affiliate Marketing?

**Affiliate Marketing** is a performance-based marketing strategy where individuals or companies (affiliates) promote another company’s products or services.

The affiliate earns a **commission** for every sale, click, or lead generated through their referral link.

Example: A blogger shares an Amazon product link and earns a commission when someone buys through that link.

# (6) List some famous websites available for Affiliate Marketing:

1. **Amazon Associates**
2. **ClickBank**
3. **CJ Affiliate (Commission Junction)**
4. **ShareASale**
5. **Rakuten Advertising**
6. **Impact Radius**
7. **PartnerStack**
8. **Awin**

# (7) Which are the platforms you can use for Affiliate Marketing?

You can promote affiliate products on:

1. **Blogs or Websites** – Product reviews, tutorials, or guides.
2. **YouTube** – Video reviews or recommendations.
3. **Social Media Platforms** – Instagram, Facebook, X (Twitter), Pinterest.
4. **Email Marketing** – Newsletters with affiliate links.
5. **Paid Ads** – Google Ads, Meta Ads (with policy compliance).
6. **Podcasts** – Sponsored mentions or affiliate shoutouts.