

● Read Less, Learn More..! ●

# **DIGITAL & SOCIAL MEDIA MARKETING**

**BY - KULBHUSHAN KUNDALWAL**



**K R A Z Y   K A K S H A**

# 1

## Introduction to Digital Marketing

### Introduction & Key Definitions

Term	Definition
<b>Marketing</b>	The activities businesses undertake to promote and sell their products or services to customers
<b>Digital Marketing</b>	The use of digital channels, platforms, and technologies to promote or market products and services to consumers and businesses.

### 1. The New Digital World

- The digital world is rapidly evolving with the emergence of technologies like AI, IoT, Big Data, AR/VR, etc.
- Key Trends:
  - Rise of mobile usage and apps
  - Voice search (Siri, Alexa)
  - Video consumption (YouTube, Instagram Reels)
  - Personalized marketing (based on user data/behavior)
  - Influencer marketing
  - Programmatic advertising (automated bidding for ads)

### 2. Shifts from Traditional to Digital Marketing

Traditional Marketing	Digital Marketing
TV, radio, print ads	Social media, websites, email
One-way communication	Two-way interaction
Difficult to measure ROI	Real-time analytics available
High cost	Cost-effective
Local reach	Global reach

#### PYQ:

- “Differentiate between traditional and digital media” – Asked in 2022-23, 2023-24
- “Factors responsible for evolution of digital marketing” – Asked in 2021-22

### 3. Modern Digital Consumer

- Digital consumers are tech-savvy, mobile-first, socially connected, and value convenience.
- Characteristics:
  - Actively research online before purchasing
  - Expect personalized experiences
  - Rely on social proof (reviews, influencers)
  - Use multiple devices
- Digital literacy is increasing rapidly across all demographics.

#### PYQ:

- “Define digital consumers” – Asked in 2023-24

## 4. The Consumer's Digital Journey

- Also known as the *Digital Customer Journey*; it outlines the stages a consumer goes through from discovery to loyalty.
- Key Stages:
  1. **Awareness** – The consumer becomes aware of the product.
  2. **Consideration** – Research, comparisons, reading reviews.
  3. **Purchase** – Conversion through digital channels.
  4. **Retention** – Engagement via emails, offers.
  5. **Advocacy** – Recommending to others via social media, reviews.

### PYQ:

- “Give the stages of a digital customer journey” – 2023-24
- “Why optimizing your digital customer journey is a good idea?” – 2023-24
- “Modern customer self-education starts with social” – 2022-23

## 5. Marketing Strategies for the Digital World

- Emphasizes personalization, data-driven decision making, automation, and content marketing.
- Key Strategies:
  - **Content Marketing** – Valuable, relevant content to attract customers
  - **SEO & SEM** – Search visibility
  - **Email Marketing** – Personalized communication
  - **Influencer Marketing** – Social proof through trusted individuals
  - **Social Media Marketing** – Targeted engagement
  - **Performance Marketing** –

Measurable campaigns (PPC, affiliate)

- **Omnichannel Strategy** – Consistent experience across all platforms

### PYQ:

- “Write a note on marketing strategies for the digital world” – 2021-22
- “Discuss latest marketing strategies adopted by companies for digital change” – 2022-23

## 6. Inbound Marketing

- A strategy that attracts consumers through content and engagement rather than interruptive ads.
- Components:
  - Attract (blogs, SEO)
  - Convert (CTAs, landing pages)
  - Close (email, CRM)
  - Delight (surveys, smart content)

### PYQ:

- “What is Inbound Marketing?” – 2023-24

## 7. Digital Channels

- Mediums used to communicate with the target audience online.
- Examples:
  - Search Engines (Google)
  - Social Media Platforms (Instagram, LinkedIn)
  - Email
  - Websites
  - Apps
  - Messaging platforms (WhatsApp, Telegram)

**PYQ:**

- *"What do you mean by a digital channel?"*  
– 2021-22
- 

## **8. Disadvantages of Digital Marketing**

- Information overload for users
- High competition
- Privacy concerns and data misuse
- Ad blockers reduce reach
- Dependence on technology/internet access
- Security risks (hacking, phishing)

**PYQ:**

- *"Discuss the disadvantages of digital marketing"* – 2021-22

## 2

# Social Media Marketing

## Introduction & Key Definitions

Term	Definition
<b>Blog</b>	A blog is an online journal or informational website displaying information in reverse chronological order, with the latest posts appearing first.
<b>Content Planning</b>	The strategic process of planning, developing, and managing content to be published across digital channels for specific marketing goals.
<b>Online Advertising</b>	A form of marketing and advertising which uses the internet to deliver promotional messages to consumers.

## 1. What is Social Media Marketing (SMM)?

- A digital marketing strategy that leverages platforms like Facebook, Instagram, LinkedIn, and YouTube to:
  - Build brand awareness
  - Connect with target audiences
  - Generate leads and sales
  - Foster community and loyalty

**Why it's powerful:**

- Global reach, instant feedback, low-cost visibility
- Ability to go viral
- Influencer collaboration boosts trust

## 2. Blogging: The Foundation of Content Marketing

- Blogs are essential for building brand awareness, SEO, and engaging customers.
- A typical **blog post** includes:
  - **Headline:** Catchy, optimized for keywords
  - **Imagery:** Relevant, high-quality visuals
  - **Body Content:** Informative, valuable, SEO-friendly
  - **Links:** Internal and external links for navigation and citations
  - **Call-to-Action (CTA):** Encourage users to subscribe, comment, or buy.

### Tips:

- Keep paragraphs short and scannable
- Use bullet points and subheadings
- Optimize for SEO

### PYQ:

- "What is a blog?" – 2021-22
- "How to create a blog post including headline, imagery, and links?" – 2021-22
- "Write a blog post for herbal products..." – 2022-23

## 3. Content Planning & Writing

**Content Planning** ensures your marketing message is clear, consistent, and effective.

### Steps:

1. **Set goals** (e.g., brand awareness, traffic,

conversions)

2. **Know your audience** (persona-based targeting)
3. **Choose platforms** (Instagram for visuals, LinkedIn for B2B, etc.)
4. **Decide content types** (videos, infographics, blogs)
5. **Create a calendar** (schedule posts weekly/monthly)
6. **Evaluate and optimize** (track performance via analytics)

**Tools:** Trello, Google Sheets, Notion, Buffer, Meta Creator Studio

**Example:** For a skincare brand:

- Instagram → Reels & skincare tips
- Blog → Ingredient breakdowns
- YouTube → Product demos

**PYQ:**

- "Discuss the content planning." – 2022-23
- "How is content planning and content writing done?" – 2021-22

#### 4. Popular Social Media Platforms and Their Role in Marketing

Platform	Key Use in Marketing
Facebook	Large user base, targeted ads, brand pages
Twitter	Real-time engagement, trends, hashtags
Instagram	Visual storytelling, reels, influencers
YouTube	Long-form video content, vlogs, how-to guides
LinkedIn	B2B marketing, professional networking, job branding

<b>Pinterest</b>	Visual discovery, product promotion, DIY
<b>Google+</b>	(Discontinued) Once used for content sharing and SEO support

**Examples:**

- **Instagram:** Influencers promoting fitness supplements
- **LinkedIn:** A company posts hiring updates and industry blogs
- **YouTube:** A tech brand reviews its new laptop with benchmarks

**PYQ:**

- "Write a note on Facebook, Twitter, YouTube, Instagram." – 2021-22
- "Illustrate the use of Instagram, LinkedIn, Twitter." – 2022-23

#### 5. Social Media Campaigns & Advertising

**Campaigns:** Coordinated marketing efforts on social platforms to achieve specific goals.

- Components:
  - Goal setting (brand awareness, conversions)
  - Platform selection
  - Budget planning
  - Content creation (posts, ads, videos)
  - Monitoring & optimization (analytics, feedback)

**Online Advertising:** Promoting content through paid platforms to increase visibility and conversions.

**Popular Ad Formats:**

- **Facebook:** Carousel ads, lead-gen forms
- **Instagram:** Reels, Stories ads



- **YouTube:** Skippable & non-skippable video ads
- **LinkedIn:** Sponsored InMail, content promotion

#### Effective Ad Traits:

- Clear CTA (Buy Now, Learn More)
- Strong visuals
- Short and crisp message

#### PYQ:

- "Explain how to make Online Advertising more effective" – 2023-24
- "Explain various media in SMM" – 2023-24

## 6. Key Components of Social Media Strategy

1. **Objectives** – Clear, measurable goals (e.g., gain 5,000 followers in 3 months).
2. **Audience** – Understanding your target demographic and their platform behavior.
3. **Platform Selection** – Choosing the right social networks (e.g., Instagram for visuals, LinkedIn for B2B).
4. **Content Plan** – What type of content will be posted (blogs, videos, reels).
5. **Posting Schedule** – Consistent timing and frequency of posts.
6. **Engagement Tactics** – How the brand will interact with its audience (comments, DMs, polls).
7. **Analytics & Optimization** – Tracking KPIs like reach, engagement rate, and conversions to improve future performance.

#### Example:

A skincare brand's social media strategy may involve:

- Using Instagram for tutorials and influencer

reels

- Running Facebook ads targeting skincare enthusiasts
- Posting 3 times a week with a mix of tips, user testimonials, and product promotions

#### PYQ:

- "Explain what is Social Media Strategy" – 2023-24
- "Determine the ways of Social Media Strategies" – 2023-24

## 7. Example: Blog Post for Herbal Products

**Scenario:** You own a herbal skincare company.

**Blog Title:** "🌿 5 Ayurvedic Herbs That Will Transform Your Skin Naturally"

#### Content Structure:

- **Intro Paragraph:** Discuss the benefits of using herbal skincare.
- **Main Body:**
  - Tulsi – Clears acne
  - Neem – Antibacterial
  - Aloe Vera – Moisturizes
  - Turmeric – Brightens skin
  - Ashwagandha – Fights aging
- **Images:** High-res pictures of each herb
- **Internal Links:** Link to product pages
- **External Links:** Link to studies or wellness articles
- **CTA:** "Shop our 100% natural face packs now!"

**PYQ:** "Discuss the method of writing a blog post for herbal products..." – 2022-23

### 3

## Acquiring & Engaging Users through Digital Channels

### Introduction & Key Definitions

Term	Definition
<b>Search Engine Marketing (SEM)</b>	A digital marketing strategy used to increase a website's visibility in search engine results pages through paid advertising.
<b>Search Engine Optimization (SEO)</b>	The process of optimizing website content to rank higher in organic (non-paid) search engine results.
<b>Mobile Marketing</b>	Marketing strategy aimed at reaching a target audience on smartphones, tablets, and other mobile devices via websites, apps, SMS, etc.
<b>Video Marketing</b>	The use of video content to promote or market a product, service, or brand.
<b>Marketing Analytics Tools</b>	Software tools that analyze marketing data to assess performance and ROI, and help in segmenting, targeting, and positioning.
<b>Gamification in Marketing</b>	The application of game-design elements and game principles in non-game contexts (like marketing) to engage users.

### 1. Impact of Content and Branding on Sales

Content and branding are powerful drivers of digital customer engagement and conversions:

- **Content's Role:**
  - Educates and informs customers.
  - Increases SEO visibility and website traffic.
  - Builds trust through valuable, consistent communication.
- **Branding's Role:**
  - Communicates identity, value, and credibility.
  - Differentiates from competitors.
  - Enhances emotional connection with customers.

**Example:** Apple's minimalist branding and educational content drive loyalty and premium pricing.

**PYQ:** "How is sales affected by content and branding?" – 2021-22

### 2. Search Engine Marketing (SEM)

- SEM uses paid ads to promote websites in search results.
- **Key Formats:**
  - Text Ads
  - Display Ads (banners)
  - Shopping Ads (e.g., Google Merchant Center)
  - Video Ads (YouTube)
- **Benefits:**
  - Instant visibility
  - Highly targeted (demographics, keywords, location)
  - Pay only per click (PPC)
- **Tools:** Google Ads, Bing Ads, AdRoll



### 3. Search Engine Optimization (SEO)

SEO helps generate free traffic by improving organic ranking on search engines.

#### Types:

- **On-Page SEO:** Keyword optimization, title/meta tags, content structure.
- **Off-Page SEO:** Backlinks, guest posts, social sharing.
- **Technical SEO:** Site speed, mobile responsiveness, crawlability.

#### Limitations:

1. **Time-Consuming** – SEO results take weeks or months to show.
2. **Algorithm Dependency** – Frequent changes in search engine algorithms can affect rankings.
3. **High Competition** – Popular keywords are difficult to rank for due to heavy competition.
4. **No Guaranteed Results** – Even with best practices, top rankings aren't assured.
5. **Requires Technical Knowledge** – On-page and technical SEO need expertise.
6. **Content-Heavy Strategy** – Requires consistent, high-quality content creation.
7. **Difficult to Measure ROI Precisely** – Organic traffic impact can be hard to isolate.
8. **Limited Control Over External Factors** – Backlink quality and user behavior aren't always in your control.

#### PYQ:

- "Limitations of SEO techniques" – 2022-23
- "Describe SEO in marketing" – 2021-22

### 4. Mobile Marketing

Focuses on delivering marketing content via mobile devices.

#### Common Channels:

- SMS & MMS
- In-app advertisements
- Mobile-optimized websites
- Push notifications
- QR codes

#### Advantages:

- Direct access to personal devices
- Geo-targeting capabilities
- High open and response rates

#### Limitations:

1. **Small Screen Size** – Limits content display and user experience.
2. **Privacy Concerns** – Users may resist sharing location or personal data.
3. **Short Attention Span** – Users quickly skip ads or content.
4. **Device Fragmentation** – Compatibility issues across various screen sizes and operating systems.
5. **Intrusive Messaging** – SMS or push notifications can feel spammy if overused.
6. **Limited Bandwidth** – Poor connectivity can affect mobile ad delivery or app performance.
7. **Ad Blocking** – Increasing use of mobile ad-blockers reduces reach.
8. **Battery & Data Usage** – Heavy content like videos can drain battery and consume data, discouraging engagement.

**PYQ:** "Limitations of mobile marketing" – 2022-23

## 5. Video Marketing

Engages audiences through audiovisual content.

### Types of Video Content:

- Explainers and tutorials
- Product demos
- Testimonials
- Live streams
- Entertaining brand stories

### Why Video Works:

- Easier to consume than text
- Higher retention rate
- Shareable and emotional impact

**Popular Platforms:** YouTube, Instagram Reels, Facebook, TikTok

### PYQ:

- *"What makes a video marketing?" – 2023-24*
  - *"Video is more impressive than text. Analyze." – 2022-23*
- 

## 6. Social Media Marketing (SMM) Recap

- Reinforcement of its role in user engagement and customer acquisition.
- Includes influencer collaboration, hashtag campaigns, reels & stories.
- Social platforms are central to user acquisition and engagement:
- **Content Types:** Memes, polls, carousels, live videos
- **Features:** Stories, reels, influencer collaborations
- **Metrics to Track:** Likes, shares, reach, engagement rate

**PYQ:** *"Write a note on social-media marketing" –*

## 7. Gamification in Digital Marketing

Gamification makes user interaction more fun and addictive.

### Elements:

- Points and badges
- Progress bars
- Rewards and leaderboards

### Benefits:

- Boosts time spent on site
- Encourages repeat visits
- Increases conversion rates

### Examples:

- Starbucks Rewards
- Duolingo XP and streaks
- Nike Run Club app achievements

### PYQ:

- *"What is marketing gamification?" – 2021-22*
  - *"How is gamification different from game-based learning?" – 2023-24*
- 

## 8. Online Campaign Management

Effective campaign management is crucial for digital growth.

### Steps:

1. Define campaign goals (awareness, conversions, engagement).
2. Identify the target audience using buyer personas.
3. Choose suitable platforms (Facebook, YouTube, Google, etc.).

4. Design creatives (graphics, videos, ad copy).
5. Launch and monitor performance.
6. Optimize using analytics and A/B testing.

#### KPIs to Track:

- Click-through rate (CTR)
- Cost-per-click (CPC)
- Return on Investment (ROI)
- Conversion rate

---

## 9. Marketing Analytics Tools

Used for better decision-making and improving campaign ROI.

#### Functions:

- **Segmentation:** Divide audience based on behavior or demographics.
- **Targeting:** Focus on high-value customers.
- **Positioning:** Define how your brand is perceived.

#### Popular Tools:

- Google Analytics
- SEMrush
- HubSpot
- Meta Business Suite

**PYQ:** "Assess the impact of marketing analytics on ROI" – 2022-23

---

## 10. Acquiring New Customers Through Digital Channels

Digital marketing offers highly efficient methods to attract customers:

- **Tactics:**
  - SEO & SEM for discovery
  - Social media for brand awareness

- Email marketing for nurturing
- Influencer marketing for trust building

- **Advantages:**

- Cost-effective
- Targeted reach
- Real-time engagement and analytics

**PYQ:** "How will digital marketing help in acquiring new customers?" – 2023-24

---

## 11. Affiliate Marketing Networks

A performance-based model where affiliates earn commissions by promoting products.

#### Process:

1. Business lists product on an affiliate network.
2. Affiliates promote using unique links.
3. They earn a percentage on successful sales.

**Popular Networks:** Amazon Associates, Impact, ShareASale, ClickBank

#### Benefits:

- Low upfront cost
- Pay-per-performance
- Scalable outreach

**PYQ:** "Examine the importance of affiliate marketing networks." – 2023-24

# 4

## Designing Organization for Digital Success

### Introduction & Key Definitions

Term	Definition
<b>Digital Transformation</b>	The integration of digital technology into all areas of a business, resulting in fundamental changes in operations and value delivery.
<b>Digital Leadership</b>	The ability of a leader to drive and guide a company's digital transformation through innovation, strategy, and culture.
<b>Online Public Relations (Online PR)</b>	The practice of managing a brand's reputation through digital platforms like blogs, news portals, and social media.
<b>Online Reputation Management (ORM)</b>	The process of monitoring, influencing, and improving how a business or individual is perceived online.
<b>Return on Investment (ROI)</b>	A performance metric that evaluates the profitability of an investment, calculated as: $ROI = (\text{Net Profit} / \text{Investment Cost}) \times 100$ .

<b>Value Addition</b>	The enhancement a company gives its product or service before offering it to customers, improving utility and competitiveness.
<b>Cost Effectiveness</b>	A measure of how economically resources are used to achieve a specific objective, often comparing outcomes vs. expenditure.

### 1. Digital Transformation: A Business Imperative

- A complete shift in how organizations use digital tools to serve customers and streamline operations.
- **Drivers of Digital Transformation:**
  - Customer expectations for digital experiences
  - Competition adopting tech innovations
  - Cloud computing, AI, IoT
- **Impact Areas:**
  - Business models (e.g., subscription services)
  - Customer service (e.g., chatbots)
  - Data-driven decision-making

**PYQ:** "Explain the most important technology in a digital transformation project." – 2023-24

### 2. Principles of Digital Leadership

A digital leader fosters innovation and resilience.

#### Core Qualities:

- Visionary Thinking: Setting a tech-forward vision
- Agility: Embracing fast-paced changes
- Collaboration: Encouraging

cross-functional teamwork

- Data Literacy: Making decisions based on analytics
- Risk Tolerance: Being comfortable with tech experimentation

**PYQ:**

- *"Write a note on digital leadership principles." – 2021-22*
  - *"What qualities should a successful digital transformation leader have?" – 2023-24*
  - *"Explain the benefits of digital leadership for business transformation." – 2022-23*
- 

### 3. Online Public Relations (Online PR)

It involves digital strategies to build or protect a brand's image online.

**Tools & Techniques:**

- Press releases on online news portals
- Blog publishing and guest posting
- Influencer outreach
- Social media monitoring and engagement

**Example:** A company resolving complaints on Twitter in real time improves brand perception.

**PYQ:**

- *"What is Online PR and reputation management? Explain with examples." – 2021-22*
  - *"Elaborate the term Online PR." – 2022-23*
- 

### 4. Online Reputation Management (ORM)

ORM includes monitoring and responding to negative and positive mentions online.

**Steps in ORM:**

1. Monitor brand mentions (using Google Alerts, Brand24)
2. Address negative reviews politely and promptly
3. Promote positive content (customer testimonials, case studies)
4. Use SEO to push positive pages higher

**Goals:**

- Build trust
- Reduce impact of negative publicity
- Control brand narrative

**PYQ:**

- *"Discuss the role of a brand reputation manager." – 2022-23*
  - *"What are the primary goals of online reputation management?" – 2023-24*
  - *"Write the online reputation management tips." – 2023-24*
- 

### 5. Return on Investment (ROI) in Digital Strategies

ROI measures how well your digital marketing is performing relative to its cost.

**Formula:**

$$ROI (\%) = \frac{\text{Net Profit from Campaign}}{\text{Total Cost of Campaign}} \times 100$$

**Tracking ROI:**

- Use UTM parameters for tracking conversions
- Attribute revenue to channels (Google Ads, Facebook, email)
- Identify high-performing keywords or creatives

#### PYQ:

- "Define ROI and methods to measure it in digital strategies." – 2022-23
- "Define ROI." – 2021-22

## 6. Value Addition by Digital Marketing

Digital marketing adds value beyond just promotions:

- Personalization improves customer experience
- Automation reduces cost and increases speed
- Real-time analytics optimize performance
- Omnichannel presence builds stronger relationships

**Example:** Amazon's product recommendations add personalized value for each customer.

#### PYQ:

- "How is digital marketing adding value to business?" – implied in 2022-23, 2023-24
- "Define value addition." – 2021-22

## 7. Evaluating Cost Effectiveness of Digital Strategies

Cost-effectiveness checks whether the outcomes justify the spend.

#### Factors to Consider:

- Customer Acquisition Cost (CAC)
- Cost per Lead (CPL)
- Lifetime Value (LTV) of customers
- Conversion Rate per platform

#### Evaluation Tools:

- Google Analytics

- Facebook Ads Manager
- Marketing dashboards (Tableau, Data Studio)

#### PYQ:

- "How is the cost effectiveness of digital strategies evaluated?" – 2021-22
- "Discuss the cost effectiveness of their company's digital marketing efforts." – 2022-23
- "Differentiate effectiveness and efficiency." – 2021-22

## 8. Difference Between Effectiveness and Efficiency

Concept	Meaning	Example
<b>Effectiveness</b>	Doing the right things; achieving desired results.	Campaign meets conversion goals.
<b>Efficiency</b>	Doing things right; optimizing resources and cost.	Getting the same results with less ad spend.

**PYQ:** "Differentiate between effectiveness and efficiency." – 2021-22

## 9. Tools for Digital Success Evaluation

These tools help organizations understand their performance and align strategy:

- **Google Analytics:** Tracks user behavior, traffic sources, goal conversions.



- **SEMrush:** SEO and competition insights.
- **HubSpot:** CRM + marketing automation + analytics.
- **Brand24:** ORM and sentiment tracking.

**PYQ:** *"Discover various analytical tools in digital marketing."* – 2023-24

## Introduction & Key Definitions

Term	Definition
<b>Digital Revolution</b>	The shift from traditional industry to a digital economy, driven by the adoption of digital technology across all sectors.
<b>Digital Transformation Framework</b>	A structured approach that guides an organization through the stages of digital transformation using technology, people, and processes.
<b>Cyber Security</b>	The practice of protecting systems, networks, and programs from digital attacks or unauthorized access.
<b>Privatization in Digital Marketing</b>	The control and ownership of personal user data by private companies, raising concerns about data security and ethics.
<b>Co-Creation</b>	A collaborative process where brands and consumers work together to create content, products, or services.
<b>Online Community</b>	A group of internet users with shared interests who interact, share content, and engage around a brand or topic.

## 1. The Contemporary Digital Revolution

- Began in the late 20th century with the advent of computers, the internet, and mobile technology.
- **Phases:**
  - Computer Age (1970s–90s)
  - Internet Age (1990s–2000s)
  - Mobile & Social Age (2010s–present)
  - AI, IoT, Web3 (Current phase)

### Impact on Marketing:

- Real-time communication
- Data-driven campaigns
- Omnichannel presence

### PYQ:

- “What is digital revolution?” – 2023-24
- “Brief history of digital revolution.” – 2023-24

## 2. Digital Transformation Framework

This framework outlines how companies digitally evolve.

### Key Components (5 Pillars):

1. **Customer Experience (CX)** – personalization, chatbots, feedback loops.
2. **Operational Processes** – automation, workflow redesign, data analytics.
3. **Business Models** – subscriptions, platform-based, e-commerce.
4. **Leadership & Culture** – digital mindset, agile teams.
5. **Technology** – cloud, AI, big data, mobile-first.

**Example:** Nike transformed its CX using apps, AR-based shoe trials, and direct-to-consumer

models.

#### PYQs:

- *"Explain the concept of Digital Transformation Framework using diagram."* – 2022-23
- *"Describe five pillars of digital transformation."* – 2023-24

### 3. Security & Privatization Issues in Digital Marketing

As digital data becomes more central, risks increase.

#### Cyber Security Concerns:

- Phishing & scams
- Data breaches
- Ransomware attacks

#### Privacy Issues:

- Excessive data collection (via cookies, apps)
- Unauthorized third-party data sharing
- Non-transparent terms & conditions

#### Regulations:

- GDPR (Europe)
- CCPA (California)
- IT Rules (India)

#### Best Practices:

- Encrypt user data
- Get consent for data usage
- Implement strong firewalls and access controls

#### PYQs:

- *"Discuss various security and privatization issues in digital marketing."* – 2021-22

- *"Eliminating cyber threats is paramount in any digital business. Analyze."* – 2022-23

### 4. Trends in Digital Marketing (India & Global)

#### Global Trends:

- AI-Powered Personalization (e.g., ChatGPT, recommendation engines)
- Voice Search & Smart Assistants (Alexa, Siri)
- Influencer Economy & Micro-Influencers
- Augmented Reality (AR) in Ads
- Sustainability-Driven Campaigns

#### Indian Trends:

- Regional content marketing
- WhatsApp Business and community groups
- Influencer marketing in Tier 2/3 cities
- UPI integration in digital ads
- Vernacular voice search and videos

#### PYQs:

- *"Write about trends in digital marketing in Indian and global context."* – 2021-22
- *"Discuss the latest trends seen in Indian digital marketing."* – 2022-23

### 5. Online Communities & Co-Creation

#### Online Communities:

- Users engage around shared interests
- Brands use them for feedback, beta testing, support
- Examples: Reddit groups, Meta (Facebook) groups, Discord servers

#### Co-Creation:

- Customers contribute ideas, content,

product features

- Builds emotional loyalty and sense of ownership

#### **Examples:**

- LEGO Ideas platform (fans create new sets)
- Coca-Cola's "Share a Coke" campaign (name personalization)

#### **Benefits:**

- Boosts engagement and trust
- Provides user-generated content (UGC)
- Reduces content creation cost

**PYQ:** "Explain co-creation and co-existence." – 2022-23

---

## **6. Why Digital Transformation Matters**

- Drives innovation
- Keeps businesses competitive
- Empowers data-based decision-making
- Enhances customer satisfaction and loyalty

**PYQ:** "Why digital transformation matters?" – 2023-24

# PYQs Categorized by Unit

## Unit 1: Introduction to Digital Marketing

**Topics:** New digital world trends, shifts from traditional to digital marketing, modern digital consumer, consumer's digital journey, marketing strategies for the digital world.

### Short Questions (Usually 2 marks)

- (2021-22) Explain the term Marketing.
- (2021-22) What do you mean by a digital channel?
- (2022-23) Differentiate between traditional and digital media.
- (2022-23) Explain Digital Marketing Landscape.
- (2023-24) What is Inbound Marketing?
- (2023-24) Define digital consumers.

### Long Questions (Usually 10 marks)

- (2021-22) Discuss various factors that are responsible for evolution of digital marketing.
- (2021-22) Discuss the disadvantages of digital marketing.
- (2021-22) Write a note on the marketing strategies for the digital world.
- (2022-23) Discuss the trends which are a shift from traditional marketing practices to digital ones?
- (2022-23) "The modern digital customer journey begins with self-evaluation, and this customer "self-education" begins with social." Summarize this statement.
- (2022-23) Discuss the latest marketing strategies adopted by companies for the change seen in digital world.
- (2023-24) Differentiate between traditional marketing vs digital marketing.
- (2023-24) Give the stages of a digital customer journey.
- (2023-24) Why optimizing your Digital

Customer journey is a good idea? Describe.

## Unit 2: Social Media Marketing

- **Topics:** Blogging, creating blog posts (headline, imagery, links), content planning and writing. Introduction to Facebook, Twitter, Google+, LinkedIn, YouTube, Instagram, Pinterest; their channel advertising and campaigns.

### Short Questions (Usually 2 marks)

- (2021-22) What do you mean by social media?
- (2021-22) What is blog?
- (2022-23) Discuss the Content Planning.
- (2022-23) Explain the term "Blogging".
- (2023-24) Define Online Advertising.
- (2023-24) Explain what is Social Media Strategy.

### Long Questions (Usually 10 marks)

- (2021-22) How to create a blog post including headlines, imagery, and links? Discuss.
- (2021-22) How is the content planning and content writing done? Discuss with an example.
- (2021-22) Write note on the following: (i) Face Book, (ii) Twitter, (iii) YouTube, (iv) Instagram. (Note: Syllabus mentions Google+, LinkedIn, Pinterest too)
- (2022-23) Illustrate the features of Facebook as a social media marketing tool.
- (2022-23) Illustrate the use of following platforms for Social Media Marketing by taking example of any company: i. Instagram ii. LinkedIn iii. Twitter.
- (2022-23) Discuss the method of writing a blog post for herbal products of your company by including headline, inserting images and links.
- (2023-24) Determine the ways of Social Media Strategies.
- (2023-24) Explain the various media in

SMM.

- **(2023-24)** Explain how to make Online Advertising more effective?

### Unit 3: Acquiring & Engaging Users through Digital Channels

- **Topics:** Content and branding impact on sales, Search Engine Marketing (SEM), mobile marketing, video marketing, social-media marketing. Marketing gamification, online campaign management, marketing analytic tools (segment, target, position), overview of Search Engine Optimization (SEO).

#### Short Questions (Usually 2 marks)

- **(2021-22)** Explain optimization.
- **(2021-22)** Define a search engine.
- **(2021-22)** What is an analytic tool?
- **(2022-23)** Discuss the limitations of Search Engine Optimization techniques.
- **(2022-23)** Discuss the limitations of mobile marketing.
- **(2023-24)** What makes a video marketing?
- **(2023-24)** What is the most popular video marketing?

#### Long Questions (Usually 10 marks)

- **(2021-22)** What do you by sales? How is it effected by the content and branding? Discuss.
- **(2021-22)** Write a note on: (i) mobile and video marketing, (ii) social-media marketing.
- **(2021-22)** What is marketing gamification? Explain. Describe the search engine optimization.
- **(2022-23)** Differentiate between SEO and SEM with relevant points and examples.
- **(2022-23)** "Video is much impressive than Text". In this line, analyze Video Marketing Techniques in detail.
- **(2022-23)** Assess the impact that marketing analytics can have on improving the ROI of any marketing campaign.

- **(2023-24)** How gamification different from Game-based learning? Explain.
- **(2023-24)** How will digital marketing methods help in the acquisition of new customers?
- **(2023-24)** Examine the importance of affiliate marketing networks.

### Unit 4: Designing Organization for Digital Success

- **Topics:** Digital transformation, digital leadership principles, online P.R. and reputation management. ROI of digital strategies, value addition by digital marketing,<sup>1</sup> evaluating cost effectiveness of digital strategies.

#### Short Questions (Usually 2 marks)

- **(2021-22)** Define ROI.
- **(2021-22)** Differentiate between the terms: effectiveness and efficiency.
- **(2021-22)** Define value addition.
- **(2022-23)** Elaborate the term "Online PR"
- **(2022-23)** Discuss the role of a brand reputation manager do.
- **(2023-24)** What is the primary goals online reputation easily? (Likely means: What are the primary goals of online reputation management?)
- **(2023-24)** Write the online management tips.

#### Long Questions (Usually 10 marks)

- **(2021-22)** Write a note on the digital leadership principles in detail.
- **(2021-22)** What do you mean by online PR and reputation management? Discuss with example.
- **(2021-22)** How is the cost effectiveness of digital strategies evaluated? Discuss.
- **(2022-23)** Explain the benefits of digital leadership for business transformation.
- **(2022-23)** Define the term ROI and method of measuring the ROI of any digital



marketing strategy by parallelly adding value to business.

- **(2022-23)** Discuss the cost effectiveness of their company's digital marketing efforts. Explain.
- **(2023-24)** What qualities do you believe a successful digital transformation leader should process?
- **(2023-24)** Explain the most important technology in a digital transformation project.
- **(2023-24)** Discover various analytical tools in digital marketing.

- **(2023-24)** Why digital transformation matters? Explain.
- **(2023-24)** Explain in brief history of digital revolution.
- **(2023-24)** Describe five pillars of digital transformation.

---

## Unit 5: Digital Innovation and Trends

- **Topics:** Contemporary digital revolution, digital transformation framework; security and privatization issues with digital marketing. Understanding trends in digital marketing (Indian and global context), online communities and co-creation.

### Short Questions (Usually 2 marks)

- **(2022-23)** Define the terms "Innovators".
- **(2022-23)** Explain co-creation and co-existence?
- **(2023-24)** What is digital revolution?
- **(2023-24)** What is digital transformation?

### Long Questions (Usually 10 marks)

- **(2021-22)** Discuss various security and privatization issues in digital marketing.
- **(2021-22)** Write a detailed note on digital transformation framework.
- **(2021-22)** Write about the trends in digital marketing in the Indian and global context.
- **(2022-23)** Discuss the latest trends seen in digital marketing related or Indian Context.
- **(2022-23)** "Eliminating cyber security threats is paramount in any digital business pursuit - not just digital marketing?" Analyze this statement in detail.
- **(2022-23)** Explain the concept of Digital Transformation Framework using diagram.



Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**BTECH**  
**(SEM VIII) THEORY EXAMINATION 2021-22**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

**Time: 3 Hours****Total Marks: 100****Notes:**

- Attempt all Sections and Assume any missing data.
- Appropriate marks are allotted to each question, answer accordingly.

SECTION-A	Attempt <b>All</b> of the following Questions in brief	Marks <b>(10X2=20)</b>
Q1(a)	What do you mean by social media?	
Q1(b)	Explain optimization.	
Q1(c)	Define ROI.	
Q1(d)	What is blog?	
Q1(e)	Define a search engine.	
Q1(f)	Differentiate between the terms: effectiveness and efficiency.	
Q1(g)	What is an analytic tool?	
Q1(h)	Explain the term Marketing.	
Q1(i)	What do you men by a digital channel?	
Q1(j)	Define value addition.	

SECTION-B	Attempt <b>ANY THREE</b> of the following Questions	Marks <b>(3X10=30)</b>
Q2(a)	Discuss various factors that are responsible for evolution of digital marketing.	
Q2(b)	How to create a blog post including headlines, imagery, and links? Discuss.	
Q2(c)	What do you by sales? How is it effected by the content and branding? Discuss.	
Q2(d)	Write a note on the digital leadership principles in detail.	
Q2(e)	Discuss various security and privatization issues in digital marketing.	

SECTION-C	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q3(a)	Discuss the disadvantages of digital marketing.	
Q3(b)	Write a note on the marketing strategies for the digital world.	

SECTION-C	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q4(a)	How is the content planning and content writing done? Discuss with an example.	
Q4(b)	Write note on the following: (i) Face Book, (ii) Twitter, (iii) YouTube, (iii) Instagram.	

SECTION-C	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q5(a)	Write a note on: (i) mobile and video marketing, (ii) social-media marketing.	
Q5(b)	(i) What is marketing gamification? Explain. (ii) Describe the search engine optimization.	

SECTION-C	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q6(a)	What do you mean by online PR and reputation management? Discuss with example.	
Q6(b)	How is the cost effectiveness of digital strategies evaluated? Discuss.	

SECTION-C	Attempt <b>ANY ONE</b> following Question	Marks <b>(1X10=10)</b>
Q7(a)	Write a detailed note on digital transformation framework.	
Q7(b)	Write about the trends in digital marketing in the Indian and global context.	

Printed Pages: 02

Sub Code: KOE 094

Paper Id: 236033

Roll No. 

--	--	--	--	--	--	--	--	--	--

**B. TECH**  
**(SEM VIII) THEORY EXAMINATION 2022-23**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

**Time: 3 Hours**

**Total Marks: 100**

**Note:** Attempt all Sections. If require any missing data; then choose suitably.

**SECTION A**

**1. Attempt all questions in brief. 2 x 10 = 20**

- (a) Discuss the Content Planning.
- (b) Explain the term “Blogging”.
- (c) Differentiate between traditional and digital media.
- (d) Elaborate the term “Online PR”
- (e) Explain Digital Marketing Landscape.
- (f) Discuss the limitations of Search Engine Optimization techniques.
- (g) Discuss the role of a brand reputation manager do.
- (h) Discuss the limitations of mobile marketing.
- (i) Define the terms “Innovators”.
- (j) Explain co creation and co-existence?

**SECTION B**

**2. Attempt any three of the following: 10x3=30**

- (a) Discuss the trends which are driving a shift from traditional marketing practices to digital ones?
- (b) Illustrate the features of Facebook as a social media marketing tool.
- (c) Differentiate between SEO and SEM with relevant points and examples.
- (d) Explain the benefits of digital leadership for business transformation.
- (e) Discuss the latest trends seen in digital marketing related to Indian Context.

**SECTION C**

**3. Attempt any one part of the following: 10x1=10**

- (a) “The modern digital customer journey begins with self- evaluation, and this customer “self- education” begins with social.” Summarize this statement.
- (b) Discuss the latest marketing strategies adopted by companies for the change seen in digital world.

**4. Attempt any one part of the following: 10x1=10**

- (a) Illustrate the use of following platforms for Social Media Marketing by taking example of any company:
  - i. Instagram
  - ii. LinkedIn
  - iii. Twitter
- (b) Discuss the method of writing a blog post for herbal products of your company by including headline, inserting images and links.

- 5. Attempt any *one* part of the following: 10x1=10**
- (a) “Video is much impressive than Text”. In this line, analyze Video Marketing Techniques in detail.
  - (b) Assess the impact that marketing analytics can have on improving the ROI of any marketing campaign.
- 6. Attempt any *one* part of the following: 10x1=10**
- (a) Define the term ROI and method of measuring the ROI of any digital marketing strategy by parallelly adding value to business.
  - (b) Discuss the cost- effectiveness of their company’s digital marketing efforts. Explain.
- 7. Attempt any *one* part of the following: 10x1=10**
- (a) “Eliminating cyber security threats is paramount in any digital business pursuit – not just digital marketing?” Analyze this statement in detail.
  - (b) Explain the concept of Digital Transformation Framework using diagram.

QP23EP1\_290

107-06-2023 08:54:10 | 117.55.242.132



PAPER ID-410079

Printed Page: 1 of 1  
Subject Code: KOE094

Roll No:

--	--	--	--	--	--	--	--	--	--	--	--	--	--	--

**BTECH**  
**(SEM VIII) THEORY EXAMINATION 2023-24**  
**DIGITAL AND SOCIAL MEDIA MARKETING**

**TIME: 3 HRS****M.MARKS: 100****Note: 1.** Attempt all Sections. If require any missing data; then choose suitably.**SECTION A****1. Attempt all questions in brief. 2 x 10 = 20**

Q no.	Question	Marks	CO
a.	What is Inbound Marketing?	2	1
b.	Define digital consumers.	2	1
c.	Define Online Advertising.	2	2
d.	Explain what is Social Media Strategy.	2	2
e.	What makes a video marketing?	2	3
f.	What is the most popular video marketing?	2	3
g.	What is the primary goals online reputation easily?	2	4
h.	Write the online management tips.	2	4
i.	What is digital revolution?	2	5
j.	What is digital transformation?	2	5

**SECTION B****2. Attempt any three of the following: 10 x 3 = 30**

a.	Differentiate between traditional marketing vs digital marketing.	10	1
b.	Determine the ways of Social Media Strategies.	10	2
c.	How gamification different from Game-based learning? Explain	10	3
d.	What qualities do you believe a successful digital transformation leader should process?	10	4
e.	Why digital transformation matters? Explain.	10	5

**SECTION C****3. Attempt any one part of the following: 10 x 1 = 10**

a.	Give the stages of a digital customer journey.	10	1
b.	Why optimizing your Digital Customer Journey is a good idea? Describe.	10	1

**4. Attempt any one part of the following: 10 x 1 = 10**

a.	Explain the various media in SMM.	10	2
b.	Explain how to make Online Advertising more effective?	10	2

**5. Attempt any one part of the following: 10 x 1 = 10**

a.	How will digital marketing methods help in the acquisition of new customers?	10	3
b.	Examine the importance of affiliate marketing networks.	10	3

**6. Attempt any one part of the following: 10 x 1 = 10**

a.	Explain the most important technology in a digital transformation project.	10	4
b.	Discover various analytical tools in digital marketing.	10	4

**7. Attempt any one part of the following: 10 x 1 = 10**

a.	Explain in brief history of digital revolution.	10	5
b.	Describe five pillars of digital transformation.	10	5



## KEEP LEARNING!

Hope you enjoyed the material and ace  
your exams!

For queries, feel free to reach out on my  
Instagram [@KulbhushanKundalwal](#).

WATCH VIDEOS