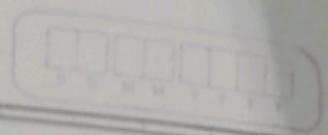


Assignment No.1



Q) What is Digital Media? Explain Advantages of digital media over other media.

Ans. Digital Media -

- Digital marketing is component of marketing that uses the internet and online based technologies for promoting products and services.
- Digital Media is a blend of technology and content, and building digital media products requires teams of professionals with diverse skills, including technical skills, artistic skills, analytical and production coordination skills.
- Digital media involves the creation of audio, video, websites, social media and applications using technology such as the internet and electronics. Electronic devices can help design, update and transmit digital media.
- Some example of digital media include social networking platforms, web pages, mobile apps, video animations.
- Digital media is important because it enables businesses, consumers and digital media professionals to connect and communicate with audiences from anywhere.

Advantages of Digital media over other media -

Advantages of digital media over other media can be explained with the help of following points -

- ① Fast Updates
- ② Two way communication
- ③ Ecofriendly
- ④ Less Expensive
- ⑤ More Income or Revenue
- ⑥ Easy Availability
- ⑦ Democratic
- ⑧ Fast Reach
- ⑨ Influential
- ⑩ Flexible.

① Fast Updates -

Digital media gives fast updates than other media. We know that we can get latest happening on digital media. The other media like print media, cannot give fast updates. If we consider newspaper then we should wait for one day to get new updates. In social media platforms we get the live updates.

② Two-way Communication -

Digital media allows two-way communication. Here, customer can share their opinions, thoughts and feedback customer can

communicate directly with the company. In traditional media two-way communication is not allowed. Here, customers cannot give feedback to a company.

③ Ecofriendly -

Digital media is ecofriendly than other media. Digital media will not harm any environmental factors.

Traditional medias are not ecofriendly. They are harmful for the environmental factors.

④ Less Expensive -

Digital media is less expensive than other media. Digital media requires small investment than other media. Small companies can easily advertise their product on social media platform. Generally digital media has one time investment but traditional media requires more money, manpower and other resources.

⑤ More Income or Revenue -

We know that digital media requires less investment. Digital media is useful in generating more income or revenue. Digital media may reduce the total cost of marketing. These reduction in marketing cost can increase the revenue or income.

⑥ Easy Availability -

Digital media is easily available than other media. It means that digital media contents are available 24x7 customers can access the information at any time.

⑦ Democratic -

Digital media has democratic nature. It means that there are less restrictions on digital media. We know that there are lot of limitations which are imposed on other medias. For example print media has lot of restrictions and limitations.

⑧ Fast Reach -

Digital media has fast reach of customers. We know that we can reach the customer within a second of time by using digital media. We can see that this much fast reach is not possible in any other media.

⑨ Influential -

Digital media is influenceable than other media, we know that digital marketing content is more attractive than other marketing content maybe in audio visual format. This audio visual content can create more impact on customers.

⑩ Flexible -

Digital media is more flexible than other media. Content of digital media can be modified at anytime. These modification is not possible in other media. It means that we can change the content as per the demand of situation. Therefore, we can say that digital media is flexible.

Q) What do you mean by digital marketing plan? Describe the components of digital marketing plan.

Ans Digital Marketing plan -

A digital marketing plan is a document that defines marketing goals to be achieved within a given timeframe. When we create a digital marketing plan we should consider basic marketing principle. A digital marketing plan is prepared for effective implementation of marketing method. We know that there is a large number of customers who are using digital media. Therefore, digital marketing plan is useful in today's marketing strategy.

In short we can say that digital marketing plan is a part of that marketing plan of organisation. A digital marketing plan is a document that outlines a company's goals for promoting products and services online and how they expect to connect with them. A plan for digital marketing may also benefit your team by allowing you to - Identify a target market and competitors, determine channels to use for promotion and many other.

Components of Digital Marketing plan -
Some important components
of digital marketing plan are as given
below -

- ① Online Advertising
- ② Content Marketing
- ③ Email Marketing
- ④ Mobile Marketing
- ⑤ Paid Search
- ⑥ Search Engine Optimization
- ⑦ Social Media Marketing
- ⑧ Webinars
- ⑨ Video Marketing
- ⑩ Web Analytics

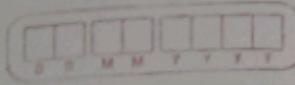
① Online Advertising -

Online advertising involves creating and publicizing advertisement on third party website. These third party website will be blogs, forums and other relevant websites.

These advertisements may include images, text, banners and video. In this method customers can visit third party website and they can place the order.

② Content Marketing -

Content marketing is an important strategy used for attracting potential customers. Here, high quality content is published on various websites.



Content may include blog post, case-studies and other material provided to customers.

③ Email Marketing -

Email marketing is a direct marketing method. In this method, marketing team sends promotional messages through email. Email marketing is an effective approach for sending personalised messages to target customers.

④ Mobile Marketing -

Mobile marketing is the promotion of products and services done through mobile phones. Mobile marketing includes mobile advertising through text messages or advertising in downloaded apps.

⑤ Paid search -

Paid search increases search engine visibility. Advertisements are only shown to users who are actively searching for the keywords you have selected.

There are two types of paid search advertising.

- i) Pay Per Click (PPC)
- ii) Cost Per Mille (CPM)

⑥ Search Engine Optimization (SEO) -

Search engine optimization focuses on improving the position of website on search engine.

SEO includes various technical and creative methods which are used to improve ranking of website. We know that most widely used search engines are Google, Yahoo and Bing.

⑦ Social Media Marketing -

Social media marketing is a important component of digital marketing. social media platforms such as Facebook, Twitter, Instagram, Youtube can be used for marketing of products and services.

Marketing manager creates a marketing content with the help of support team of publishing on social media. We know that almost all companies are using social media marketing method for their products and services.

⑧ Webinars -

Webinar is virtual event which is used to interact with potential and existing customers. Webinar is an effective way to present relevant content. We know that in covid situation lot of webinars were arranged for making the publicity of products and services. Webinar is useful in

cost saving of a company.

⑨ video Marketing -

In video marketing videos are created for the promotion of products and services. These videos can be shared on social medias like facebook, twitter, Instagram, Youtube etc. Video marketing is an effective way of connecting customers with company.

⑩ Web Analytics -

These is a recent method which is used in digital marketing. we know that we get the customer search history from search engine company. These history may be analysed on different basis and these analysed report can be used for a marketing of products and services.

we know that a lot of technical institutes are offering data analytics course

06/09/23

Assignment No: 2

1) Describe the Difference Between SEO and SEM

Ans. Difference Between SEO and SEM.

1) Meaning -

- SEO stands for search Engine Optimization.
It is unpaid method. Here a business organisation will not pay any amount to search engine company.
- SEM stands for search Engine Marketing.
It is paid method. Here, a business organisation will pay a specific amount to search engine company. For example, payment made to Google company by flipkart.

2) Position -

- SEO is a part of SEM. It is subset of SEM.
- SEM is superset of SEM. It means that SEM has wide scope.

3) Result -

- SEO takes more time to get the result.
In SEO we can't get immediate views.
Therefore, it required a longer time.
- SEM takes less time to get the result.
In SEM company gets higher rank.
Therefore, it can get immediate views.

4) Suitable for -

- SEO is suitable for low budget companies. we know that low budget companies may not have large capital. therefore, it is suitable for low budget companies.
- SEM is suitable for big budget companies. we know that big budget companies may have large capital and they can make a payment to search engine companies for increasing their rank.

5) Click Through Rate (CTR) -

- SEO has more click through rate (CTR) than SEM. we know that the ranks received through SEO are more natural. therefore, viewers can believe these sources.
- SEM has low click through Rate (CTR) than SEO. we know that SEM is paid form. therefore, viewers may not believe these sources.

6) Traffic -

- SEO has unlimited traffic potential. It means that we can get unlimited viewers through SEO.
- SEM has limited traffic potential. Here, we get limited viewers.

7) scope -

- SEO has more scope than SEO, SEM.
- SEM has less scope than SEO.
- we know that larger number of viewers can be generated through SEO. Therefore, we can say that SEO has more scope.

2) What do you mean by search Marketing ?
Explain Tracking the success of search Engine Marketing.

Ans. Search Marketing -

- Search Marketing is a tactic (technique or method) used to gain online presence and traffic via paid and unpaid strategies on search engines
- Search Query -
 - The word that we type into that small search box is called "search query".
 - Search query directs us to a page which contains lots of websites links.
 - This page is called as search Engine Result Page (SERP).
- We know that there will be different rankings on search Engine Result Page is important for getting more users (Traffic). Every company try to get higher rank for getting more customers .
- This rank will be decided by search engine company like Google .
- This rank may be achieved through paid and unpaid strategy .
- Search marketing is basically divided into two main categories -
 - ① Search Engine Optimization (SEO)
 - ② Pay Per Click (PPC)

Tracking the success of search Engine Marketing -

The success of search engine marketing can be measured through various ways which are as given below-

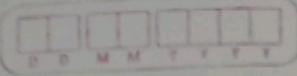
- 1) Ad impressions measures brand awareness.
- 2) Ad impressions share
- 3) Click Through Rate
- 4) Wasted Spend.
- 5) Time spent on website

1. Ad impressions measures brand awareness-

- Ad impressions measures the brand awareness of a company. Ad impressions may be measured after showing the advertisements on search engine result page.

- Ad impressions are the best indicator of visibility. A good impression may create a strong brand awareness. We know that advertisements play an important role in marketing of products and services.

Therefore, a good impression is required. In digital marketing the success of advertisement is measured through brand awareness.



2. Ad impression share -

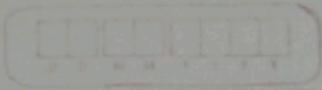
- Ad impression share also measures the success of search engine marketing. We know that the advertisements which are shared more may be measured through the success of advertisement. In short, we can say that sharing of advertisement decides the success.

3. Click Through Rate (CTR) -

- Click Through Rate (CTR) measures the percentage of people who visit the website. Click through rate indicates relevance of advertisement with the customers.
- A high CTR represents the success of search engine marketing (SEM).
- A low CTR represents the failure of search engine marketing.

4. Wasted spend -

- If customers are visiting the website but they are not buying the product then we can say that it is waste spend by the company.
- It means that company is investing on advertisements but they are not getting the customers. Therefore, we can say that it is the waste of time and money.



5. Time spent on website -

- Time spent by visitors on the website of a company measures the success of search engine marketing.
- We can say that if customers are spending lot of time on company website then we can say that the marketing of product and services is successful. If customers are not visiting the website then we can say that there is a failure of search engine marketing.

Brahim
6510123