

UNIT 1

TWO MARKS

1. What is digital marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication.

2. What are the 5Ds of digital marketing?

The five Ds of digital marketing is digital devices, digital platforms, digital media, digital data, and digital technology

3. What are the 7 C's of digital marketing?

Customer, content, context, community, convenience, coherence, and conversion are the 7 Cs of digital marketing.

4. What are 4 keys of digital marketing?

The 4 Key Elements to Digital Marketing Success

- Analytics,
- Content,
- CRM, and
- Channels.

5. What are the 4 key components of digital marketing?

- Search engine optimization (SEO)]
- Social media marketing.
- Mobile marketing.
- Email marketing.

6. What are the 5 P's of Marketing?

The 5 P's of Marketing:

- Product,
- Price,
- Promotion,
- Place, and

- People

7. What is content marketing?

Content marketing is the development and distribution of relevant, useful content—blogs, newsletters, white papers, social media posts, emails, videos, and the like—to current and potential customers.

8. What are the types of content marketing?

Blogging, video, visual content, Podcasts, Ebooks, Social Media, Ebooks,

9. What are the 8 steps of marketing plan?

- Conduct market research.
- Profile your target markets.
- Identify your unique selling proposition (USP)
- Develop your business brand.
- Choose your marketing avenues.
- Set your goals and budget.
- Nurture your loyal customers.
- Monitor and review

10. What is the importance of planning in digital marketing?

Overall, planning is a critical component of digital marketing success. It helps businesses set clear goals, allocate resources effectively, understand their audience, create and share valuable content, and track and analyze the results of their efforts.

11. Digital Marketing Disadvantages?

- Skills and training
- Time-consuming
- High competition
- Complaints and feedback

12. Why has Digital Marketing grown to be this huge compared to offline marketing?

- A more convenient approach to connect with people from all across the world
- Changes can be implemented almost immediately if needed
- Directly relates to customers' needs
- Good exposure to product outreach and analytics

13. Differentiate between Branding and direct marketing?

Branding	Direct Marketing
Direct marketing aims to increase a company's revenue by creating demand.	use of stories in brand marketing allows you to connect with your audience on a much deeper level
Direct marketing has a direct impact on top-line revenue	Brand marketing has a long-term impact on brand equity and serves as a barrier to market pressures

14. What are digital opportunities?

The term “digital opportunities” refers to the opening up of new possibilities associated with the development and dissemination of digital technologies, the use of which can lead to an improvement.

UNIT 2

TWO MARKS

1. Define Search Engine Optimization.

Search engine optimization (SEO) is the process of improving the quality and quantity of website traffic to a website or a web page from search engines.

2. List the types of Search Engine Optimization.

- On page seo
- Off page seo
- Technical seo
- Local seo

3. What is keyword strategy in marketing?

Keyword strategy means using keywords in your business and ad campaigns to attract your target market audience. When it comes to B2B marketing, keyword strategy is necessary to draw in your target audience.

4. List the SEO success factors.

- High Quality content
- User friendliness
- Load speed
- Security
- Effective keywords

5. What is an on-page SEO?

Onpage optimization (AKA on-page SEO) refers to all measures that can be taken directly within the website in order to improve its position in the search rankings. Examples of this include measures to optimize the content or improve the meta description and title tags.

6. What is off-page SEO?

Off-page SEO includes activities done off of a website in an effort to increase the site's search engine rankings. Common off-page SEO actions include building backlinks, encouraging branded searches, and increasing engagement and shares on social media.

7. What is meant by search engine marketing?

Search engine marketing (SEM) is a method of promotion and advertising to help companies' content rank higher among search engine traffic. Like search engine optimization (SEO), search engine marketing helps companies improve the way content is ranked by search engines.

8. Why SEM is better than SEO?

Time is a major consideration when comparing SEO vs SEM. You can generate traffic from SEM efforts almost immediately. In contrast, SEO can take months to deliver meaningful traffic gains. Given the difference, it's vital to be strategic with how you prioritize your approach.

9. What are the limitations of SEM?

The disadvantages of a Scanning Electron Microscope start with the size and cost. SEMs are expensive, large and must be housed in an area free of any possible electric, magnetic or vibration interference. Maintenance involves keeping a steady voltage, currents to electromagnetic coils and circulation of cool water.

10. Difference between SEM and SEO.

SEO	SEM
SEO stands for Search Engine Optimization.	SEM stands for Search Engine Marketing.
It is a part of SEM.	It is used for traffic generation and is a superset of SEO.

SEO	SEM
Suitable for low-budget companies.	Suitable for big-budget companies.
The Click-Through Rate (CTR) of SEO is higher than SEM.	The Click-Through Rate (CTR) of SEM is lower than SEO.
Traffic potential is unlimited.	Traffic potential is limited depending on the budget.
It is inexpensive.	It is expensive.
Long-term benefits.	Short-term benefits.

Example: Backlinks creation

Example: Google ads

11. List the pros and cons of SEO.

PROS:

Generate visits.
Increase the visibility of your brand.
Close sales.
It makes you a leader in the market.
Provide valuable content

CONS:

It takes time.
Your competition is the rest of the Internet.
Results are not guaranteed.
The cost of services is high

12. How search engine works?

So for search users, it's simple. They enter their query, and search engines look through their index of web pages to find the best matches. Those matches are then ranked by an algorithm and displayed in search engine results pages (SERPs).

13. What are the three main functions of search engines?

The three main functions of a search engine are collecting information about webpages, categorizing those webpages, and creating an algorithm that makes it easy for people to find relevant web pages

14. What is PPC advertising?

PPC stands for Pay-Per-Click. PPC is a type of internet marketing which involves advertisers paying a fee each time one of their ads is clicked. It is cost effective. The components of PPC are keywords, Ads, Bid, Price, Landing Page, and Conversion path.

15. Difference between on page techniques and off page techniques.

1.	On-page SEO we will use internal linking.	In off-page SEO we will use direct linking.
2.	On-page SEO is for Content writing.	Off-page SEO is for Article writing.
3.	On-page SEO looks at what your site is about.	Off-page SEO looks at how popular your site is.

4.	Both SEO work together in a complementary fashion to achieve Search Engine Optimization which is our main goal. We cannot select which is more important between the two. But in the whole process, SEOs recommend that the focus should be given to on-page SEO before off-page SEO.	Both SEO work together in a complementary fashion to achieve Search Engine Optimization which is our main goal. We cannot select which is more important between the two. But in the whole process, SEOs recommend that the focus should be given to on-page SEO before off-page SEO.
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UNIT 3

TWO MARKS

1. Define E-Mail Marketing?

Email marketing is a type of direct digital marketing method that uses emails to engage with a business's audiences. It involves sending promotional or informational content. Email marketing is typically used to create product or brand awareness and generate leads or sales.

2. What are the 5 steps of email marketing?

Five Effective Email Marketing Steps

- Welcome Email.
- Build a community.
- Promotional Email.
- Abandon Email.
- Post-purchase Emails.

3. What are the types of E-Mail Marketing?

There are 4 types of E-Mail Marketing, they are

- Email Newsletters.
- Transactional email.
- Promotional Emails.
- Retention Emails.

3. Define Email Automation.

Email automation is a way to create emails that reach the right people with the right message at the right moment—without doing the work every time, sending automated messages leveraging a marketing automation tool.

4. What is Lead generation?

Lead generation is the process of generating consumer interest for a product or service with the goal of turning that interest into a sale. In online marketing this typically involves collecting a visitor's contact information (called a “lead”) via a web form.

5. What is an integration email?

Email integrations are tools that connect and provide additional functionality to an existing email provider.

6. Define Integrating Email with social media.

Integrate email subscriber data with social media data to discover more about your target audience. More data translates into greater conversion potential. Reuse content from social to email and vice versa. It not only ensures consistency, but it also saves time and resources.

7. What is a mobile email?

Your mobile provider gives you a special email address that can be used for sending text messages to your phone. The mobile email addresses usually include your phone number and include a name for the mobile carrier. Examples are 4155551234@vtext.com (for Verizon) and 3105551234@tmomail.net (for T-Mobile).

8. How do you measure effectiveness of an email campaign?

Nine Important Email Marketing Metrics to Measure

- Open Rate.
- Click-Through Rate.
- Unsubscribe Rate.
- Complaint Rate.
- Conversion Rate.
- Bounce Rate.
- Forward/Share Rate.
- Campaign ROI.
- Define Mobile Marketing.

Mobile marketing is any advertising activity that promotes products and services via mobile devices, such as tablets and smartphones. It makes use of features of modern mobile technology, including location services, to tailor marketing campaigns based on an individual's location.

10. What is an example of mobile marketing?

Popular mobile marketing channels include mobile applications, in-app marketing messaging, app-based push notifications, mobile-optimized websites, mobile paid search ads, location-based mobile ads, text message marketing, and more. This may be a robust list of types of mobile marketing — but it's not exhaustive.

11. How effective is mobile marketing?

Mobile advertising is the most effective form of advertising on the internet. Mobile response rate is 2.72 percent on average, with the highest rates being over 11%.

12. What are the 4 classification of mobile marketing?

The common types of mobile marketing include SMS marketing, mobile apps, mobile search ads, mobile display ads, and mobile video ads.

13. What is a mobile channel in marketing?

Mobile marketing is a marketing strategy that specifically takes advantage of mobile channels like SMS & MMS messaging, mobile apps, messaging apps, and mobile-optimized browser sites to reach customers.

14. What is mobile marketing based on location?

Location-based marketing is a direct marketing strategy that uses a mobile device's location to distribute content or services (such as push notifications) associated with a particular place.

15. What is a context based marketing?

According to Wikipedia, Contextual Marketing refers to 'online and mobile marketing that provides targeted advertising based upon user information, such as the search terms they're using or recent web-browsing activity.

16. What is mobile app marketing?

Mobile app marketing is about interacting with your customers from when they first hear about your app to when they become a regular and loyal user. To do this effectively, you have to figure out your potential audience, where to find those people and what to say to them

17. What is mobile marketing in ecommerce?

Mobile marketing is any promotional activity that takes place on smartphones and other handheld devices such as tablets.

18. What are SMS marketing campaigns?

Short message service (SMS) marketing is a form of marketing that businesses use to send promotions to customers via text messages.

19. What is the use of SMS campaign?

Benefits of SMS marketing that will help strengthen your business:

- High open rates.
- Better conversion rate.
- SMS is inexpensive.
- Greater audience reach.
- Instant delivery.
- Campaign success visibility.
- Easy Opt-in/Opt-out.
- Flexible and reliable.

20. What is the targeting process in mobile marketing?

Mobile targeting is the process that allows advertisers to reach potential customers on their smartphones and serve them customized ads, based on demographic data, browsing behavior, location, or interests

UNIT 4

TWO MARKS

1. What is social media marketing?

Social media marketing is a form of digital marketing that leverages the power of popular social media networks to achieve your marketing and branding goals.

2. What are Social media channels?

Social Media Channels means blogs, micro-blogs, wikis, social networks, social bookmarking services, user rating services and any other online collaboration, sharing or publishing platform.

3. What is mean by Leverage social media?

Leveraging social media allows brands to use the power of social networking sites to reach their customers better. This approach helps companies be a part of the online conversation and engage and inform consumers.

4. What are the benefits of leveraging social media?

- Faster, Easier Communication
- Social Makes Your Brand More Relatable.
- Social is Great for Promoting Content.
- Reputation Management.
- Generate Leads Directly & Indirectly.

5. What is the leveraging process in branding?

Brand leveraging is the strategy to use the power of an existing brand name to support a company's entry into a new but related product category by communicating valuable product information to the consumer.

6. What is a benchmark campaign?

A benchmark is an industry standard you can use to compare your business to others like it. Campaign benchmarking helps put your email performance data in context, so you can better understand what you're doing well—and what you may need to improve.

7. What are benchmark examples?

Benchmarks could be used to compare processes in one retail store with those in another store in the same chain. External benchmarking, sometimes described as competitive benchmarking, compares business performance against other companies.

8. What is the benchmark strategy?

Benchmarking is a strategy tool used to compare the performance of the business processes and products with the best performances of other companies inside and outside the industry.

9. What are the 4 steps of benchmarking?

- Look for Benchmarking Resources.
- Choose Your KPIs to Measure Success.
- Diligently Track Your Data.
- Use Your Benchmarks to Make Data-Driven Decisions.

10. What do you mean by engagement marketing?

Engagement marketing is the use of strategic, best marketing strategy, resourceful content to engage people, and create meaningful interactions over time.

11. What are the 4 types of engagement?

- Contextual engagement.
- Engagement of convenience.
- Emotional engagement.
- Social engagement.

12. What is engagement strategy?

A customer engagement strategy is a plan for creating an ongoing positive experience that keeps customers coming back to your product or service. Your plan will include the actions you'll take, and the resources needed to implement them.

13. How important is engagement in marketing?

Engaging customers and adding value to their experience will keep your brand at the front of their minds. The better engaged they are, the longer you'll be able to retain them, and the more loyal they will be to you.

14. How to build customer relationship?

The best way to build strong customer relationships is to provide quick, genuine customer service. A good customer service experience makes your brand stand out from the competition and endears loyalty in customers.

15. What are the 3 keys to building customer relations?

Three keys to building customer relations, according to the experts. Some of the simplest wisdom about customer relations is the best: Be kind. Treat everyone as a human being. Know your stuff.

16. What are the 5 components of customer relationship?

- Communication. At its core, customer relationship management is an incredibly simple premise.
- Organization: Organization is the second important element of an effective CRM.
- Marketing and Sales.
- A 360 Degree View of Data.
- Optimization via Automation

17. How to Build Customer Loyalty

- Know your customers (and let them know you).
- Create a customer loyalty program.
- Set up a referral program.
- Play to your strengths.

18. What are the drivers of loyalty?

This confirms the hypothesis that satisfied loyalists are driven by habit, familiarity, comfort and satisfaction, and being better is not as important as delivering the brand promise. They are instead going to stick to the brand as long as it delivers.

19. What is loyalty in digital marketing?

Customer loyalty is where your customers repeatedly buy your products and visit your website or social media channel because they are emotionally invested in your products and brand.

20. What is influencer marketing?

Influencer marketing is collaboration between popular social-media users and brands to promote brands' products or services.

UNIT 5

TWO MARKS

1. What is digital transformation?

Digital transformation is the process of using digital technologies to create new — or modify existing — business processes, culture, and customer experiences to meet changing business and market requirements.

(OR)

Digital transformation is the process of using digital technologies to transform existing traditional and non-digital business processes and services, or creating new ones, to meet with the evolving market and customer expectations, thus completely altering the way businesses are managed and operated, and how value is delivered to customers.

2. What are the 4 main areas of digital transformation?

The 4 Main Areas of the Digital Transformation Process:

- Process Transformation.
- Business Model Transformation.
- Domain Transformation.
- Cultural/Organizational Digital Transformation.

3. What is an example of a digital transformation?

- IT Modernization such as switching to a cloud environment,
- Being remote-ready,
- Reskilling employees,
- Implementing automation to accelerate customer support and service,
- Using AI-driven insights to enhance sales efficiency.

4. List some Real-world examples of digital transformation.

- The digital transformation of Netflix.
- NIKE's Digital Transformation through SNKRS App.
- Starbucks Using AI Technology to Enhance Customer Satisfaction.
- AUDI's Digital Showroom.
- Adobe's Digital Transformation.

5. What are the 3 R's of digital transformation?

- Reimagine,
- Roadmap,
- Results.

6. What are the 3 P's of digital transformation?

- People first,
- Process second,
- Platform/technology third.

7. What are the 5 A's of digital transformation?

- Audience,
- Assets,
- Access,
- Attribution,
- Automatisation.

8. What are the stages of digital transformation?

- Business as usual,
- Present and active,
- Formalized,
- Strategic,
- Converged,
- Innovative and adaptive.

9. What are all the challenges of digital transformation?

- Security concerns,
- Budget constraints,
- Upskilling and recruitment,
- Lack of expertise,
- Continuous evolution of customer needs.

10. What are 4.0 digital transformations?

The digital transformation offered by Industry 4.0 has allowed manufacturers to create digital twins that are virtual replicas of processes, production lines, factories and supply chains.

11. What is another name for digital transformation?

Digital transformation is frequently thought of as synonymous with 'digitization' and 'digitalization'.

12. What are the benefits of digital transformation?

- Reduce Costs,
- Improve Product and Service Quality,
- Improve Time-to-Market,
- Drive Growth,
- Improve the Customer Experience,
- Enhance Company Culture,
- Make Data-Driven Decisions.

13. What are the different types of digital attribution?

- First-touch,
- Last-touch,
- Linear,
- Time decay,
- U-shaped,
- Multi-touch,
- W-shaped multi-touch.

14. What is channel attribution (OR) What is multi-channel attribution in digital marketing?

Multi-channel attribution describes the process of figuring out which avenues of marketing in a customer journey ultimately lead to the conversion.

15. What is Web analytics?

Web analytics refers to the process of collecting website data and then processing, reporting, and analyzing it to create an online strategy for improving the website experience.

(OR)

The process of web analytics is the collection and use of data from a website.

16. What are the steps of Digital Marketing Data Analysis Strategy to Drive Business Growth?

- Define a Problem,
- Set Data-Driven Goals,
- Collect Accurate Data,
- Make Informed Changes,
- Experiment and Advance,
- Assess and Pivot.

17. List the recent trends in digital marketing.

- Artificial Intelligence (AI),
- The new wave of influencer marketing,
- Personalized marketing,
- Short-form video content,
- Multi-channel social media marketing,
- LinkedIn,
- SEO,
- Customer experience,
- Ethics in digital marketing,
- Inclusive marketing,
- Google Analytics 4,
- Gen Z.