

Digital Marketing

1. What is Digital Marketing?

Digital marketing is the use of the internet, mobile devices, social_media, search engines, and other channels to reach consumers. Some marketing experts consider digital marketing to be an entirely new endeavor that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing.

2. Define Digital Marketing Advertising

Digital marketing advertising refers to a term used to associate digital technologies with marketing. Marketers engage in digital marketing advertising to promote brand, products, and services. Most often, the term is referring to online and mobile phone marketing. Digital marketing advertising is often referred to as digital marketing.

3. Explain Digital Marketing Attribution Models

Digital marketing attribution models refer to a marketer's identification of specific user actions that reach the marketer's goals. For instance, the steps that lead to a sale. Marketers identify consumer actions and set a value on each action. Marketers can better visualize and understand consumer behaviors and the value of the steps that lead to a sale.

4. What is Digital Marketing Automation?

Digital marketing automation refers to existing software designed to automate marketing actions. Marketers often automate repetitive tasks like email campaigns, social media, and other website actions. With marketing automation business tasks are more manageable and less time-consuming. Marketing automation allows online businesses to buy & sell and convert consumers to customers.

5. Define Digital Marketing Campaigns

Digital marketing campaigns refer to online advertising. Digital marketing campaigns can include various types of advertising like PPC and content marketing. Marketers strategically plan marketing campaigns to engage with consumers, convert sales, drive traffic to websites, and increase revenue. Marketing campaigns are used to reach company/marketing goals and include one or more digital marketing channels for campaign success.

6. What are the Digital Marketing Channels?

Digital marketing channels refer to digital advertising sources like search engines, websites, mobile apps, email, social media, etc. Digital technologies like the Internet are used to market goods and services. Digital marketing channels allow marketers to target audiences, build brand awareness, and increase sales.

7. What is Digital Marketing Plan?

Digital marketing plan refers to a structured digital marketing promotional plan. The plan is strategic and used to promote brand, products, and services. Digital technologies are used to promote to the marketer's ideal audience for the best conversion rate

8. What is Digital Marketing Proposal?

Digital marketing proposal refers to a brand, product, or service information and pricing provided to a consumer from a business or salesperson. A proposal is used in digital marketing to provide specific information and pricing on products and services a consumer or business is interested in purchasing. Proposals are used to lead up to a sale. Marketers or a salesperson will draw up a proposal that will include an expiration date, honoring their proposal for a specific timeframe.

9. Define Digital Marketing Segmentation

Digital marketing segmentation refers to a marketing strategy of sub-grouping customers, consumers and prospects from a broad consumer or business market. Characteristics are used to classify the groups. Characteristics are based on shared characteristics like past purchases, requesting information on a product or service, common interests, lifestyles, etc. Dividing customers and consumers into segments allow marketers to better focus on high yield groups- customers, consumers and businesses that are likely to purchase and have higher growth potential.

10. What are the Digital Marketing Services?

Digital marketing services refer to a digital marketing company or provider. Digital marketing services are often called SEO services, companies, or providers. They are online marketing specialists to promote the businesses online through digital channels like websites, SEO, PPC, content marketing, and social media.

11. Define Digital Marketing Strategies

Digital marketing strategies refer to structured marketing plans. Marketers strategically plan their digital marketing campaigns using digital marketing techniques like PPC and content marketing for useful results. Digital marketing strategies are considered the marketing actions that help marketers achieve their marketing goals; and, online channels are used to reach those goals. Digital marketing channels include paid, organic, and owned media.

12. What are Digital Marketing Tactics?

Digital marketing tactics refer digital techniques that are used to reach targeted audiences. Marketers use various techniques like building content & keyword rich websites, content marketing, and PPC campaigns to build brand awareness, and engage in social media. Digital marketing tactics include SEO, social media marketing, email list management, keyword/competitive analysis, reputation management, and article writing and blogging.

13. Explain Digital Marketing Tools

Digital marketing tools refer to specific digital media- computer software technology that allows marketers to reach consumers with targeted, measurable communications. Digital marketing tools include SEO, interactive online advertisements, mobile marketing, opt-in email, and online partnerships like sponsorships and affiliate marketing. Web analytics are combined with the use of digital marketing tools and used to track and visualize campaign results, collect data, and inform marketers with users' online activities, IP addresses and search keywords. With combining digital marketing tools and web analytics, marketers can use information collected to create a targeted marketing campaign better.

14. What is Engagement Rate?

Engagement rate is a common metric used in social media to describe the amount of interaction (clicks, likes, shares, or opens) created by a piece of content relative to the total audience that saw your post. For example, if you have a Facebook page and post a message which was liked and shared by 25 people and seen by 100 people, then it has an engagement rate of 25%.

15. Explain AdSense

This advertising system run by Google is available to anyone who owns a website, and who would like to monetize it by allowing Google to post advertisements on designated parts of their website; the ads are called “AdSense slots”. On a web page, these look like text, image, or video ads.

16. Define Adwords

Adwords is an advertising platform developed by Google for people who would like to promote their products or services on Google’s search engine results page (SERP), Google’s Display Network (GDN), and its affiliate sites. When you type a query in the search box, SERP is the results page showing all the links related to what you are searching for, and the text ad that appears as a “sponsored link” is an example of a search ad.

17. What is Web Analytics?

Web Analytics is the process of collecting and analyzing data about web traffic. This is mostly information regarding the number of site visitors and the pages that were visited (also known as “clickstream” data). There are many applications for web analytics that can help you determine which parts of a website are effective in drawing in readers and customers, and which ones need to be improved. One example of web analytics software is Google Analytics.

18. Define Cost Per Lead

Cost per lead is a pricing model for advertising campaigns often used by marketers to build a newsletter list, rewards program, or customer acquisition program; it works by connecting with people who are interested in their brand. In this type of pricing model, the advertiser is charged only when site visitors completely fill out the sign-up form.

19. What is CPC?

Cost-Per-Click (CPC) is a pricing model for advertising campaigns, wherein an advertiser pays a certain amount to a search engine like Google or Bing for each user's click made on a link in an online

20. What is Marketing Automation?

Marketing automation refers to the process of automating marketing tasks, such as emails, social media posts, and other website actions. Instead of manually creating and implementing marketing tasks, marketing automation tools open an easy and efficient way to organize, manage, and execute every task of marketing campaigns.

Welcome emails, reminders, or birthday greetings are some examples of marketing automation. By gathering contact and personal information from website visitors and existing customers, it is now possible for marketing automation software to send customized messages to visitors, users, or customers.

21. How do you define Paid Advertising?

Paid advertising refers to paid ad and publication placements. Online paid advertising includes PPC advertising, display ads, and branded content. Paid advertising is strategic marketing that builds revenue growth and brand awareness. In other words, paid advertising is not organic advertising. Marketers pay to have their ads and content displayed.

22. How do you define PPC advertising

Pay Per Click (PPC) advertising is an advertising system where the advertiser only pays for each click on their advert. While it is most often used as an advertising system offered by search engines, such as Google and Yahoo!, it can also be used for banner advertising (where the advertiser pays for clicks on the advert as opposed to impressions). PPC is also the system on which many shopping engines and directories, such as NexTag and Shopping.com, are based. Sometimes PPC advertising on search engines is referred to as paid search.

23. Define Pinterest Marketing

Pinterest marketing refers to marketing on the Pinterest social media platform. Advertisers place images on the platform and users, called "Pinners," save the pins that contain links, descriptions, and images on various boards for later use. Marketers can upload "pins," which contain images and links for consumers to discover their products via the social media platform. Pinterest has over 200 million active users. Of Pinterest users, 98 percent claim they try new things they discover on Pinterest. Studies also show that 39 percent of Pinterest users are more likely to be active shoppers than non-pinners; and, spend approximately 29 percent more than shoppers that do not use Pinterest.

24. What are Google Ads?

Google Ads refers to the Google online advertising service. Google AdWords allows marketers to reach consumers through the Google search pages and their display networks. Advertisers bid on keywords and keyword phrases. The service provides marketers with different strategies to reach their marketing goals, such as bidding on keywords to display ads to show in the Google search pages results or on Google's network of partner websites.

25. What is Google Algorithm?

Google algorithm refers to a mathematical system that is designed for Google search engines to determine where websites will be positioned in the search result pages. The algorithm is also referred to as the "Core" algorithm. Google updates the algorithm approximately 500 to 600 times per year or two times per day. With the update, website positions can fluctuate from day to day. Google's actual algorithm is kept a secret so that webmasters and marketers cannot manipulate the system to gain higher rankings. Google does provide webmasters and marketers with guidelines on how to appear higher in the search result pages.

26. Define Google Analytics

Google analytics refers to a Google software platform. The Google-created software is designed for marketers to analyze nearly all aspects of website users through the Google Marketing Platform. This includes website traffic, user metrics, conversions, historical data comparisons, and the effectiveness of each marketing channel can be managed with the Google Analytics tools.

27. What is Google My Business?

Google My Business refers to a Google platform that allows marketers to create a Google business page. Marketers can input information to appear in the search pages results, location searches, map packs, and more. The company name and information, website link, hours of operation, and reviews are also managed through the Google platform. Google My Business is ideal for local SEO campaigns as the company information appears in the Google Search Results when the company name is typed into the browser.