

GOVERNMENT DEGREE COLLEGE, NANDIKOTKUR
DEPARTMENT OF COMMERCE
V SEMESTER DIGITAL MARKETING
QUESTION BANK

UNIT -I

1. What is digital marketing, and how does it differ from traditional marketing?
2. Why is digital marketing important for businesses today?
3. What are the main channels and types of digital marketing?
4. How does digital marketing help in reaching a target audience more effectively?
5. What are the basic skills and tools needed to get started in digital marketing?
6. How does digital marketing support brand awareness and customer engagement?
7. What role do search engines play in digital marketing, and why is SEO important?
8. What is the difference between paid and organic marketing strategies in the digital space?
9. How can social media be used as a tool for digital marketing, and what are its benefits?
10. How do businesses measure the success of their digital marketing efforts?

UNIT -II

1. What are the essential steps involved in creating a website from scratch?
2. How do you choose the right platform (e.g., WordPress, Wix, Shopify) for your website based on your needs?
3. What are the key elements of effective website design, and why are they important?
4. How does mobile responsiveness impact website design, and how can you ensure a site is mobile-friendly?
5. What are the most important SEO practices to consider when creating a website?
6. How can user experience (UX) be optimized on a website to increase engagement and retention?
7. What is the difference between front-end and back-end development in website creation?
8. What are the essential security measures to implement when building a website?
9. How do you choose a domain name and hosting provider for a new website?
10. How can analytics tools be integrated into a website to track and measure performance?

UNIT –III

1. What is SEO, and why is it important for website visibility?
2. What are the key differences between on-page and off-page SEO?
3. How does keyword research influence SEO strategy, and what tools can be used for it?
4. What are meta tags, and how do they impact search engine rankings?
5. How does site speed affect SEO, and what methods can be used to improve it?
6. What is the role of backlinks in SEO, and how can they be acquired ethically?
7. How can content creation and optimization improve a website's SEO performance?

8. What is technical SEO, and what are the essential components to check?
9. How does local SEO differ from general SEO, and why is it important for local businesses?
10. What are Google's core ranking factors, and how can a website align with them for better rankings?

UNIT –IV

1. What is social media marketing, and how can it benefit businesses?
2. How do you choose the right social media platforms for your brand or business?
3. What are some effective strategies for increasing follower engagement on social media?
4. How does content creation differ across platforms like Instagram, Facebook, and LinkedIn?
5. What are the key metrics to track the success of a social media marketing campaign?
6. How can brands leverage user-generated content to enhance social media presence?
7. What is the role of social media influencers, and how can brands select the right ones?
8. How does paid advertising work on platforms like Facebook, Instagram, and Twitter?
9. What are some best practices for managing customer feedback and reviews on social media?
10. How can social media analytics be used to refine and improve marketing strategies?

UNIT –V

1. What is email marketing, and how can it help businesses build customer relationships?
2. How do you build and grow an email subscriber list effectively?
3. What are the key elements of a successful email marketing campaign?
4. How can personalization be used to improve email open rates and engagement?
5. What are the best practices for designing visually appealing and responsive email templates?
6. How often should businesses send emails, and what is the ideal frequency to avoid unsubscribes?
7. How can A/B testing be used to optimize email marketing campaigns?
8. What are some common reasons for emails landing in spam, and how can this be prevented?
9. How does segmentation improve the effectiveness of email marketing?
10. What metrics should be tracked to measure the success of an email marketing campaign, such as open rates, click-through rates, and conversions?