

# CCW332- DIGITAL MARKETING

## IMPORTANT QUESTIONS BY FREAK EDUCATION

Color Code

### UNIT I

1.Digital Marketing

Mandatory

2.Planning and Creation

Very Important

3.Content Marketing

Important

### UNIT II

1.SEO Strategy

2.ON Page Technique

OFF Page Technique

### UNIT III

1.Profiling & Targeting

2.Email Marketing

3.Mobile Inventory, Location Based, Control Based

### UNIT IV

1.Influence Marketing

2.Social Media Marketing

3.Successful & Benchmark Social Media Campaigns

### UNIT V

1.Recent Trends in Digital Marketing

2.Digital Transformation

**Youtube: @Freak\_Education**