

**Q1. What is digital marketing?**

**Ans.** Digital marketing is a way of marketing using digital channels. It is much cheaper and more effective than any conventional marketing method.

Nowadays, every brand is using digital marketing to grow their online presence and generate more sales.

**Q2. What Made you choose a career in Digital Marketing?**

**Ans.** This is the next question that every employer will definitely ask. Here they wish to know what your understanding of digital marketing is and why you choose to make a career in it. State your own reasons for choosing a career in digital marketing.

Some common reasons are: dynamic and creative jobs, enjoys stable growth, fast-paced scope, well-paying jobs, and the most important is that digital marketing has become an integral part of every company today and you wish to be a part of this competitive industry.

**Q3. What are the types of digital marketing?**

**Ans.** The most common types of digital marketing are,

- SEO (search engine optimization)
- Social Media Marketing
- Search Engine Marketing
- Email Marketing
- Paid Marketing

**Q4. Explain inbound marketing and outbound marketing.**

**Ans.** Here is the explanation,

**Inbound marketing** – This includes attracting customers and turning them into leads through different marketing channels like SEO, content marketing, viral videos, webinars, social media campaigns, etc.

**Outbound marketing** – It involves reaching out to the targeted audience via more traditional forms of marketing, such as TVCs, radio ads, print advertisements, trade fairs, sales calls, and emails.

**Q5. Why has Digital Marketing grown to be this huge compared to offline marketing?**

**Ans.** This is the most frequently asked question in a digital marketing interview. In recent years, digital marketing has demonstrated immense power, and here are some of the most compelling reasons:

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

#### **Q6. What is SEO?**

**Ans.** SEO or search engine optimisation is the process of improving a website's quality to get more traffic from search engines like Google and Bing.

#### **Q7. What are the Types of SEO?**

**Ans.** There are two types of SEO, On Page SEO, Off Page SEO and Technical SEO. These types are not officially announced. Some people say, Black hat SEO is also one of the crucial types of SEO.

#### **Q8. Differentiate between direct marketing and branding?**

**Ans.**

- Direct marketing aims to increase a company's revenue by creating demand. The 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. Typically, a high level of urgency and priority is assigned. Brand marketing has a long-term impact on brand equity and serves as a barrier to market pressures. It's not urgent, but it's critical.
- Testing and measuring are often on the minds of direct marketers. Differentiation is something that brand marketers consider.
- Response, leads, conversion, and sales are the KPIs used in direct marketing. The focus of brand marketers is on KPIs like awareness, recognition, and engagement.

#### **Q9. Tell the names of some Popular Digital marketing Tools**

**Ans.** Here are the names of some popular digital marketing tools,

- Google Analytics
- Digital point keyword tracker
- Crazy egg heat maps
- Keyword discovery
- StumbleUpon
- XML Sitemap Generator
- Favicon generator
- SubmitExpress Link Popularity

**Q10. Tell the names of Search Engines**

**Ans.** Here are some examples of popular search engines,

- Google
- Bing
- Yahoo
- DuckDuckGo