

What is Digital Marketing?

Worksheet

Digital marketing is promoting products or services via internet-based channels such as search engines, social platforms, email, and content sites to reach specific audiences with targeted messages.

Questions

1. What is digital marketing?

- A) Only social media advertising
- B) Promoting via internet channels (search, social, email)
- C) Traditional TV and radio ads
- D) Only website design

2. Which is an organic (free) digital marketing channel?

- A) Google Ads
- B) Facebook sponsored posts
- C) Blog posts and SEO
- D) Display banner ads

3. What does SEO stand for?

- A) Social Engine Optimization
- B) Search Engine Optimization
- C) Search Engine Order
- D) Social Engagement Online

4. A business pays \$2 per click on Google Ads. This is

- A) SEO
- B) Social media marketing
- C) PPC (pay-per-click)
- D) Email marketing

5. A clothing brand publishes blog posts and YouTube videos to educate customers about style trends. Which channel?

6. An e-commerce store sets up a Google Ads campaign targeting 'blue shoes' searches. What strategy?

7. A coffee shop sends weekly email newsletters with recipes, offers, and new menu items. Strategy?

8. Define: What is digital marketing?

9. Define: Main advantage of digital marketing?

10. Define: SEO vs SEM difference?

Answer Key

1. B) Promoting via internet channels (search, social, email) - Digital marketing encompasses search, social media, email, content, and more.
2. C) Blog posts and SEO - SEO, blogs, and organic social content are free. Ads require payment.
3. B) Search Engine Optimization - SEO = improving website visibility in organic search results.
4. C) PPC (pay-per-click) - PPC = charged per click; common in Google Ads and social platform ads.
5. This is CONTENT MARKETING - organic, free, builds authority and trust. No direct product sales pitch.
6. This is SEM (Search Engine Marketing) - paid search (PPC). Targets users with high purchase intent.
7. Email marketing - direct, personalized, repeatable. Builds loyalty and drives repeat visits.
8. Promoting products/services via internet channels like search engines, social media, email, and websites.
9. Measurable, targeted, cost-effective, real-time analytics, global reach.
10. SEO = organic search (free, long-term). SEM = paid search ads (PPC, immediate).

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