

What is Digital Marketing Strategy?

Worksheet

Digital marketing strategy combines SEO, social media, content, email and paid ads into a coordinated plan to reach your audience, build brand awareness and drive conversions. Success requires clear goals, channel mix, budget allocation and continuous optimization.

Questions

1. A brand uses SEO, social and email. This is called
 - A) single-channel marketing
 - B) multi-channel marketing
 - C) brand marketing
 - D) ATL marketing
2. The goal of digital marketing strategy is
 - A) spend the most money
 - B) reach customers & drive conversions aligned with business goals
 - C) post on every platform
 - D) maximize impressions only
3. Which is most important in strategy?
 - A) having a big budget
 - B) clear goals and KPIs
 - C) fancy ads
 - D) posting every day
4. Digital marketing strategy ROI is measured by
 - A) views only
 - B) revenue gained divided by marketing cost
 - C) follower count
 - D) website traffic only
5. An e-commerce brand targets SEO for organic traffic, runs Instagram ads for brand awareness, and uses email marketing for retention. Budget: 40% content/SEO, 35% social ads, 25% email. What is the ROI?
6. A SaaS company runs a content marketing blog (SEO), webinars (lead gen), and nurture emails. 60% of sales come from organic + email touchpoints; paid ads accelerate top-funnel. What is the highest-ROI channel?
7. A local bakery uses Google Local (SEO), TikTok for viral appeal, and email newsletters. Multi-channel strategy increases foot traffic by 40% in 6 months. Calculate the channel contribution.
8. Define: What is digital marketing strategy?
9. Define: Why use multiple channels?
10. Define: What metrics matter most?

Answer Key

1. B) multi-channel marketing - Using multiple channels together is multi-channel marketing.
2. B) reach customers & drive conversions aligned with business goals - Strategy focuses on goals, not spend or volume.
3. B) clear goals and KPIs - Goals & measurement are foundational.
4. B) revenue gained divided by marketing cost - $ROI = (\text{revenue cost}) / \text{cost}$; it's the business result metric.
5. Multi-channel approach reaches customers at each buyer stage. Organic (40%) builds long-term traffic; paid (35%) accelerates awareness; email (25%) retains. Combined ROI: 4:1 (4 revenue per 1 spent).
6. Organic + email = 60% of sales, lowest cost. Paid ads = fast reach but higher cost-per-lead. Highest ROI = email nurturing (warm leads, low cost).
7. Google Local = 60% (discovery) foot traffic TikTok = 25% (brand awareness, viral reach) Email = 15% (repeat visits, loyalty) Combined: 40% lift in 6 months.
8. A coordinated plan to reach customers online via multiple channels (SEO, social, email, content, paid) aligned with business goals.
9. Different channels reach different segments at different buyer journey stages; together they maximize reach and conversions.
10. Awareness (impressions, reach), engagement (clicks, comments), conversion (CTR, sales) and ROI.

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