

Worksheet: Fundamentals of Digital Marketing

1. Core Concepts Overview

Digital marketing is the use of the internet, mobile devices, social media, and search engines to reach consumers. It allows for real-time tracking and precise audience targeting.

Term	Definition
SEO	Search Engine Optimization: Increasing organic traffic to your website.
SEM	Search Engine Marketing: Using paid ads to appear on search results.
Content Marketing	Creating valuable articles or posts to attract an audience.
Conversion Rate	Percentage of users who take a desired action (like buying).

2. Fill-in-the-Blank

Use: Targeting, Engagement, Analytics, CTA.

1. Selecting a specific group to show ads to is called _____.
2. A button that says "Buy Now" is known as a _____.
3. To understand campaign performance, marketers look at _____.
4. Likes, shares, and comments are measures of _____.

3. Multiple Choice Questions

1. Which channel is best for B2B networking?

A) Instagram B) TikTok C) LinkedIn D) Snapchat

2. What does "Organic Traffic" refer to?

A) Paid advertisements B) Unpaid search results C) Physical store visits

4. Short Answer Section

Explain why a business might choose Social Media Marketing over traditional TV advertising:

Define the term "Keyword" in the context of SEO:

5. Personal Reflection

Think about a brand you follow online. What is one specific thing they do in their digital marketing that makes you want to engage with them?
