

**This question paper consists of ONE (1) section. Answer ALL questions in the answer booklet provided. [100 MARKS]**

**QUESTION 1 (50 Marks)**

These various email types hold significance not only in your professional endeavors but also in your personal interactions. Their importance lies in facilitating conversations, and email serves as a primary means through which we engage and communicate across various aspects of our lives.

- a) Define Email Marketing. (5 marks)
- b) Define and List the **FOUR (4)** Stages of Inbound Methodology. (12 marks)
- c) List and Define the **THREE (3)** Stages of the Buyer's Journey. (15 marks)
- d) List the AIDA Model from Top to Bottom. (18 marks)

**QUESTION 2 (25 Marks)**

You step into a company that needs digital marketing services. The first step is to understand the buyers and buyer journey and identify the target audience. The first step in digital marketing is to understand the buyer persona and identify the target audience.

- a) What is a buyer persona? Support your answer with **TWO (2)** Examples. (12 marks)
- b) What is the target audience in Digital Marketing. (13 marks)

**QUESTION 3 (25 Marks)**

You are assisting a prosperous e-commerce owner who has yet to implement SEO strategies for their website. In this scenario, you are elucidating the importance and benefits of integrating SEO into their online business.

- a) What is SEO and why any website needs SEO? (12 marks)
- b) What is keyword research and why is it important for your website? (13 marks)

**\*\*\* END OF QUESTION PAPER \*\*\***