1. **Why Digital Marketing is required?**

   Digital marketing is not just a fad that you can ignore. It is the newest and best way to reach out to prospective customers and draw them towards your business.

2. **Benefits of Digital Marketing?**

   Use content to connect to consumers online, optimize for conversion, realize higher ROI and revenue, become more competitive, connect with mobile customers.

3. **What is AdWords?**

   Google AdWords is an online advertising service where advertisers pay to display brief advertising copy to web users.

4. **What is PPC?**

   Pay-per-click (PPC) also known as cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

5. **What is Impression, CPC, and Conversion Rate?**

   - Conversion rates are calculated by simply taking the number of conversions and dividing that by the number of total ad clicks that can be tracked to a conversion during the same time period.
   - An impression is the display of an ad to a user while viewing a web page.
   - Cost per click (CPC), is an internet advertising model used to direct traffic to websites, in which an advertiser pays a publisher when the ad is clicked.

6. **How does Facebook campaign work?**

   The campaign is now just containers to help you better organize your advertising. The only attribute of the campaign is the objective you want to reach with it.

7. **How can we use Demographic in Facebook?**

   You can use Demographics to Target audience based on their location, gender, income, age etc.

8. **Why do we use landing page?**

   The main reason for this is that targeted promotion or product specific landing pages are focused on a single objective that matches the intent of the ad that your visitors clicked on to reach your page.

9. **What is CTA?**

   Call-to-Action (CTA) is an instruction to the audience to provoke an immediate response, usually using an imperative verb such as "Call Now!", "Find out more" or "Visit our Store Today!".