**Module 5 - Close: Optimizing for Conversions**

**Q1. You need to optimize conversion for digital marketing channels for an e-commerce company. Outline the various actions you would take to increase conversions while improving cost efficiencies.**

**Ans 1.**

**Introduction:**

For companies and businesses that never ever attempted to evaluate a sale funnel, 79% of marketing leads try not to change into sales - a huge spend of prospective customer base and revenue. This information will cover the fundamentals of conversion marketing, you start with a conversion channel and customer journey.

We shall also talk about a few of the most efficient conversion marketing approaches for an e-commerce company, in addition Its Half solved only

Buy Complete from our online store

<https://nmimsassignment.com/online-buy-2/>

NMIMS Fully solved assignment available for**session June 2022,**

your**last date is 29th May 2022**.

https://ssl.gstatic.com/ui/v1/icons/mail/images/cleardot.gif

Lowest price guarantee with quality.

Charges**INR 299 only per assignment.**For more information you can get via mail or Whats app also

Mail id is [aapkieducation@gmail.com](mailto:aapkieducation@gmail.com)

Our website [www.aapkieducation.com](http://www.aapkieducation.com/)

After mail, we will reply you instant or maximum

1 hour.

Otherwise you can also contact on our

whatsapp no 8791490301.

Contact no is +91 87-55555-879

**Q2. Digitalization is a growing trend among business and so marketing analytics has become critical for organization to ensure data driven decisions. Elaborate on which tools you would use to analyze website traffic and briefly outline the various metrics which can be critical for measuring traffic, customer engagement & business growth.**

**Ans 2.**

**Introduction**

Website traffic assessment involves accumulating and interpreting important data points that describe internet traffic both to and from website. (internet traffic try information on every user that check outs your web site.) The better, high traffic numbers alone don’t always translate to increased sales or lead generation while the general rule of thumb is the more traffic.

**Concept and**

**Q3. Online marketing course demand has increased in the last few years in India among young professionals in the age group 20-35. M/s XYZ, an online education academy, has launched a new course termed as “Online X” and wants to leverage remarketing to drive business growth. The students can register for the course on the website & pay course fee to join online. The company has also created promotional content for distribution on relevant social media platforms.**

**a. Elaborate how the company can use social media listening tools to monitor the demand for this course.**

**Ans 3a.**

**Introduction:**

Social listening is tracking media that are social for reference and discussions connected with your own brand name, then examining all of them for ideas to find out opportunities to act.

Social listening allows you to keep track of belief