FUNDAMENTALS OF DIGITAL MARKETING

A Application-Based Questions

You have invented HoverShoes 3000! These shoes let kids glide, jump, and hover just above the ground. Now, you have to launch your business and market your product.

Logo

1. My Brand Name

HoverShoes 3000

2. Design Your Logo

3. What makes your HoverShoes special?

4. Who Would Buy Your Product? Choose all that apply.

- Kids
- Athletes
- Gamers
- Adventurers
- Teachers
- Parents

5. Circle the two best reasons to sell your HoverShoes online.

a. You can only sell shoes to your neighbours.

b. You can sell your shoes to kids all over the world.

c. You have to walk everywhere to sell them.

d. Your online store is open 24/7.

e. You don't need to talk to anyone ever again.

Spot the Mistake

6. **There are only printed flyers, no online presence. What's missing?**
   a. Offline marketing
   b. Digital marketing
   c. Product design
   d. A store
   - How will you fix it?
     a. Make a website
     b. Add more flyers
     c. Change the product name
     d. Sell shoes at school only

7. **There are blurry photo and no description online of the shoes. What's the mistake?**
   a. No price
   b. No clear image or message
   c. Too many shoes
   d. Wrong font
   - How will you fix it?
     a. Add a clear photo and catchy caption
     b. Remove the photo
     c. Add a long paragraph
     d. Use only emojis

8. **The ad says 'Buy now!' but doesn't explain what the product is. What's missing?**
   a. A call to action
   b. A product description
   c. A logo
   d. A jingle

9. **How will you fix it?**
   a. Add a short sentence about what the shoes do
   b. Add more emojis
   c. Make the ad longer
   d. Use a louder font

In the Lab

10. **Build Your Marketing Plan:**

Element	Your Idea
Product Name	
Target Audience	
One Offline Marketing Idea	
One Online Marketing Idea	
Catchy Slogan	
Where will you sell it?	

11. **What's one advantage of digital marketing?**

12. **What's one limitation of only using online marketing?**

13. **How could you combine offline and online marketing for the best results?**

Application-Based Questions

You are the boss of Slide Socks, a socks product company. Make a business plan to turn it online and popular.

1. **What is one big thing you want your sock business to do this year? What is your goal?**

2. **Who do you think will enjoy and buy your socks the most?**

3. **You find out that kids enjoy short, funny dance videos. How can you use this idea to show off your socks?**

4. **What is the USP of your product? Why are your socks different from other socks?**

5. **Pick your brand look! What colours, logo, and style will help people remember your socks?**

Brand Element	Your Choice	Why It Fits Your Brand
Main Color		
Font Style		
Music Style		

Solve the Case

6. **Your website has no clear goal. What's missing?**

   a. A catchy slogan

   b. A business goal

   c. A dancing video

   d. A sock photo

   • **How will you fix it:**

   a. Add a clear goal like 'Reach 1,000 new customers'

   b. Add more emojis

   c. Make the site longer

   d. Use only pictures

7. **You don't know who your customers are. What's missing?**

   a. A product name

   b. A target audience

   c. A logo

   d. A jingle

   • **How will you fix it:**

   a. Research who would enjoy your product

   b. Add random names

   c. Sell to everyone

   d. Use a secret code

8. **Your ad doesn't match your brand style. What's missing?**

   a. A Brand Kit

   b. A sock photo

   c. A price tag

   d. A store location

   • **How will you fix it:**

   a. Use your chosen colors, font, and music

   b. Add more emojis

   c. Make the ad longer

   d. Use a louder font

9. **Sketch or describe what your brand's web homepage would look like. Include:**
   - Your logo
   - A catchy headline
   - A product image
   - A 'Buy Now' button
   - Your brand colors and font

10. **You posted your first ad online. Here's what 3 customers said:**

    Customer A: 'I love the idea, but I didn't know where to click to buy.'

    Customer B: 'The music was too loud and didn't match the product.'

    Customer C: 'The socks look fun, but I want to know where to wear them.'

    - What changes will you bring to the website and other promotional material based on this feedback?

Online Tools Decoder

1. Match each tool to how it helps your business grow.

Tool	Description
Website	Puts your ad at the top of search results when you pay for clicks
SEO (Search Engine Optimisation)	Builds a fan community, shares fun videos, and spreads your brand
SEM (Search Engine Marketing / Paid Ads)	Your online store where people learn about and buy your product
Social media	Sends updates, thank-you notes, and special offers to customers
Email	Helps your website show up in Google when people search for things like 'fun shoes for kids'

2. You are selling fun indoor gliding shoes, called ZoomGliders. Track how a customer finds and buys your product using different tools. Fill in the journey:

Brand Element	Your Choice	Tool Used
Awareness	They see a fun video of ZoomGliders online	
Consideration	They search 'cool indoor shoes' and find your website	
Purchase	They click 'Buy Now' on your website	
Post-Purchase	They get a thank-you email with a discount code	

3. **You want people searching for 'cool indoor shoes for kids' to find your ZoomGliders. What keyword would you add to your website to help Google match your product?**

4. **Where would you put this keyword on your site?**
   a. In the product title
   b. In the product description
   c. In blog posts
   d. All of the above

5. **You want your ad to appear at the top of Google today. Design your ad.**

Headline:	
Description:	
Call to Action:	

6. **You have a small budget and want long-term website traffic. Which tool is better? Explain why.**
   a. SEO
   b. SEM
   c. Both

   What is the difference between SEO and SEM?

   SEO is free but takes time, while SEM is a paid service and is executed fast.

7. **What can you do to help the social media algorithm show your video to more people? Choose all that apply.**
   a. Ask viewers to like and share
   b. Use trending music
   c. Post once a year
   d. Add hashtags like #ZoomGliders
   e. Reply to comments

8. **Why should you use Email for marketing? Choose all that apply.**
   a. To send thank-you notes
   b. To remind customers about their order
   c. To share new product launches
   d. To spam people every hour
   e. To offer discounts and rewards

CHAPTER 3

FUNDAMENTALS OF DIGITAL MARKETING

The Customer Footprint Tracker

Follow a customer's journey from discovering your product to becoming a fan. Learn how digital messages and touchpoints help guide them through each stage.

1. **Read each step in Hammad's customer journey and write the correct stage using the word bank:**

Awareness - Consideration - Purchase - Post-Purchase

a. Hammad sees a cool 'Agent Slide Socks' video pop up on his tablet.

b. Hammad visits the 'Agent Slide' website, reads reviews, and compares socks.

c. Hammad's parent clicks 'Activate Mission!' and orders a pair.

d. A week later, Hammad gets a thank-you email with a discount for their next mission.

2. **Use your USP (Unique Selling Point) to write short, catchy digital messages for two stages:**

a. Awareness Stage to grab attention

b. Purchase Stage to encourage buying!)

A Handling Digital Threats

3. **Read each situation. Circle the correct online threat and explain why it's dangerous for you or your business.**

   a. You get an email that looks like it's from a game company. It has an attachment and asks for your parents' password. Where is the threat?

      i.   Email Attachments   ii. Outdated Software

      iii. Fake Website   iv. Malicious Ads

   • **Why is it dangerous?**

   b. You click a pop-up ad for a 'free game.' After downloading, your computer becomes slow and hangs up. Where is the threat?

      i.   Software Download   ii. Fake Website

      iii. Removable Media   iv. Email Attachments

   • **Why is it dangerous?**

   c. You plug in a USB stick from school. Your computer slows down, and your security software is outdated. Where is the threat?

      i.   Removable Media   ii. Malicious Ads

      iii. Outdated Software   iv. Email Attachments

   • **Why is it dangerous?**

4. **How can you protect your computer from tricky downloads?**

   a. Only download from trusted app stores

   b. Download from any site that says 'free stuff!'

5. **How should you deal with suspicious emails?**

    a. Click all links to see what they are

    b. Delete the email and tell a trusted adult

6. **Why should you update your software regularly?**

    a. To make your screen look cooler

    b. To fix security holes and protect your computer

7. **Sort the following digital threats into the correct categories.**

> Email Attachments - Fake Website - Software Download - Removable Media (like USB sticks) - Outdated Software - Malicious Ads – Hacking – Phishing – Trojans - Spyware

Category	Threats That Belong Here
Tricky Files & Links	
Dangerous Devices & Downloads	
Weak Security & Sneaky Spies	