

<b>S.No</b>	<b>Date</b>	<b>Content</b>	<b>Page.No</b>	<b>Mark (10)</b>	<b>Signature</b>
1		Subscribe to a weekly/quarterly newsletter and analyze how its content and structure aid with the branding of the company and how it aids its potential customer segments.	1		
2		Perform keyword search for a skincare hospital website based on search volume and competition using Google keyword planner tool.	4		
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**Ex. No :1**  
**Date :**

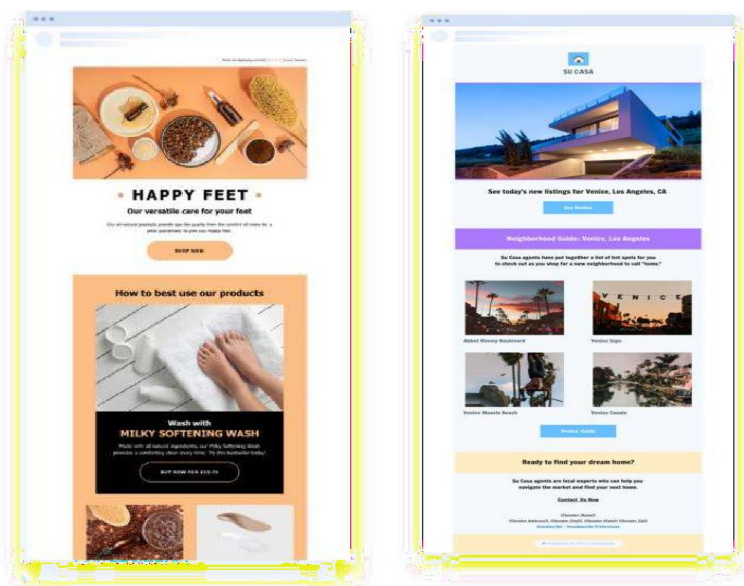
**Subscribe to a weekly/quarterly newsletter and analyze how its content and structure aid with the branding of the company and how it aids its potential customer segments.**

## **AIM:**

Subscribe to a weekly newsletter and analyze how its content and structure aid with the branding of the company.

## **PROCEDURE:**

A newsletter is a tool used by businesses and organizations to share relevant and valuable information with their network of customers, prospects and subscribers. Newsletters give you direct access to your audience's inbox, allowing you to share engaging content, promote sales and drive traffic to your website.



**Ecommerce NewsletterReal Estate Newsletter**

## **Step 1: Select a Newsletter**

Choose a newsletter from a company that interests you or one you would like to analyze. Ideally, select one that has a clear branding strategy and distinct customer segments.

## **Step 2: Sign Up for the Newsletter**

Subscribe to the selected newsletter to receive regular updates.

### **Step 3: Do a Content Analysis**

#### **a. Branding Elements**

Look for branding elements such as the company logo, tagline, and color scheme. Analyze how they are used consistently throughout the newsletter.

#### **b. Editorial Style**

Examine the writing style, tone, and voice used in the content. Determine if it aligns with the company's brand identity.

#### **c. Content Themes**

Identify recurring themes or topics in the newsletter. Assess how they relate to the company's products or services and the values it wants to convey.

#### **d. Imagery and Visuals**

Analyze the use of images, graphics, and videos. Consider how they support the brand image and the interests of the target audience.

#### **e. Calls to Action (CTAs)**

Look for CTAs, such as links or buttons encouraging readers to take specific actions. Evaluate how these align with the company's goals and how they benefit potential customer segments.

### **Step 4: Do a Structure Analysis**

#### **a. Layout and Design**

Evaluate the overall layout and design of the newsletter. Consider factors like the placement of content, use of white space, and visual hierarchy.

#### **b. Section Organization**

Examine how the content is organized into sections. Assess whether these sections cater to different customer segments or needs.

#### **c. Frequency and Timing**

Take note of the frequency of the newsletter (e.g., weekly, monthly) and the timing of its delivery. Determine if this aligns with the target audience's preferences and habits.

## **Step 5: Analyze the Subscriber Engagement**

### **a. Feedback and Surveys**

Look for opportunities for subscriber feedback or surveys. Analyze how the company uses this feedback to improve its products or services.

### **b. Social Media Integration**

Check if the newsletter encourages readers to connect with the company on social media. Evaluate how this integration helps in building a community around the brand.

## **Step 6: Make a Audience Segmentation**

### **a. Content Targeting**

Determine if the newsletter delivers different content to various customer segments. Analyze how this customization caters to the diverse needs and interests of the audience.

### **b. Subscriber Benefits**

Look for exclusive offers, discounts, or content that is tailored to specific customer segments. Evaluate how this adds value to the subscribers.

## **RESULT:**

Thus the analyzation for the content and structure of the newsletter to a brand is completed successfully.

**Ex. No : 2**  
**Date:**

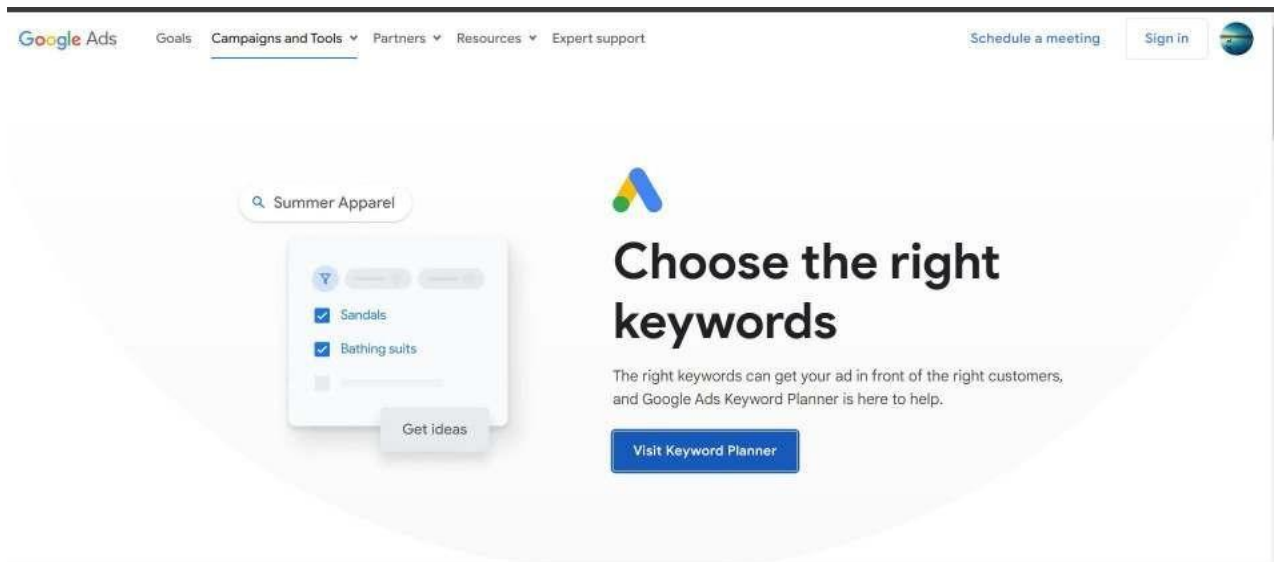
**Perform keyword search for a skincare hospital website based on search volume and competition using Google keyword planner tool.**

**AIM:**

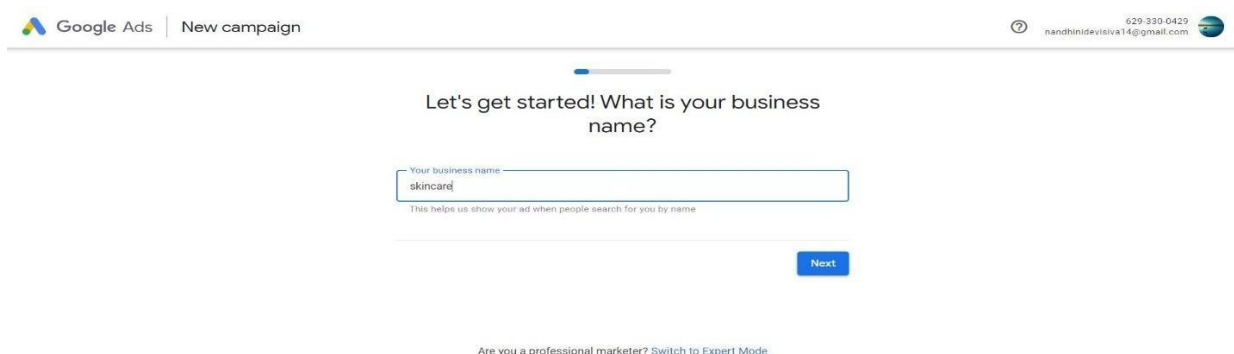
To Perform keyword search for a skincare hospital website using Google keyword planner tool.

**PROCEDURE:**

**Step 1:** Search for a keyword “**Keyword planner tool**”on google search engine and click the first link of the page. Under the “**Campaigns and tool**” menu select“**Keyword Planner**”then click “**Visit Keyword Planner**”.



**Step 2:** Type your business name and click “**Switch to Expert Mode**”on below.



**Step 3:** Next its redirect to **“Choose Your Objective”** section. In this section,click on **“Create an account without an campaign”**on below.

Google Ads | New campaign

Choose your objective

Select an objective to tailor your experience to the goals and settings that will work best for your campaign

- Sales**  
Drive sales online, in app, by phone, or in store.
- Leads** (Selected)  
Get leads and other conversions by encouraging customers to take action
- Website traffic**  
Get the right people to visit your website
- Product and brand consideration**  
Encourage people to explore your products or services
- Brand awareness and reach**  
Reach a broad audience and build awareness
- App promotion**  
Get more installs, engagement and pre-registration for your app
- Local store visits and promotions**  
Drive visits to local stores, including restaurants and dealerships.
- Create a campaign without a goal's guidance**  
Choose a campaign type first, without a recommendation based on your objective.

Create an account without a campaign

Back Continue

**Step 4:** Next **“Confirm your business information”** which takes a value for the filed automatically. We want to select **“No”** for last question and the click **“Submit”** button.

Google Ads | Start reaching more people

Billing country  
India

Time zone  
(GMT+05:30) India Time

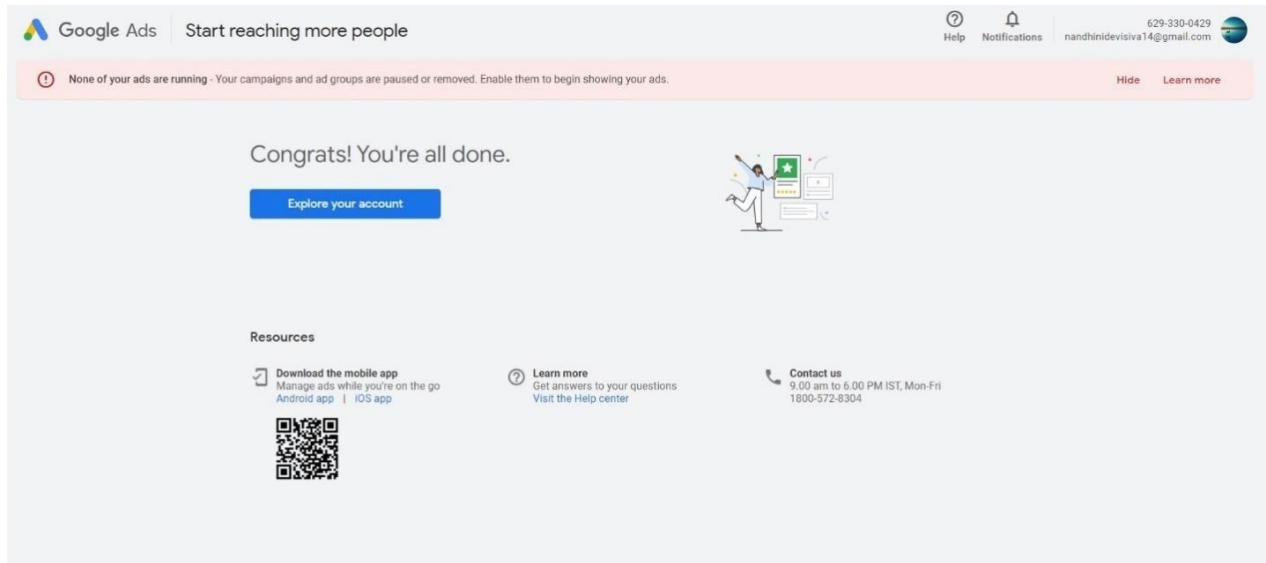
Currency  
Indian Rupee (INR ₹)

Want personalized campaign guidance from a Google Ads expert by phone?

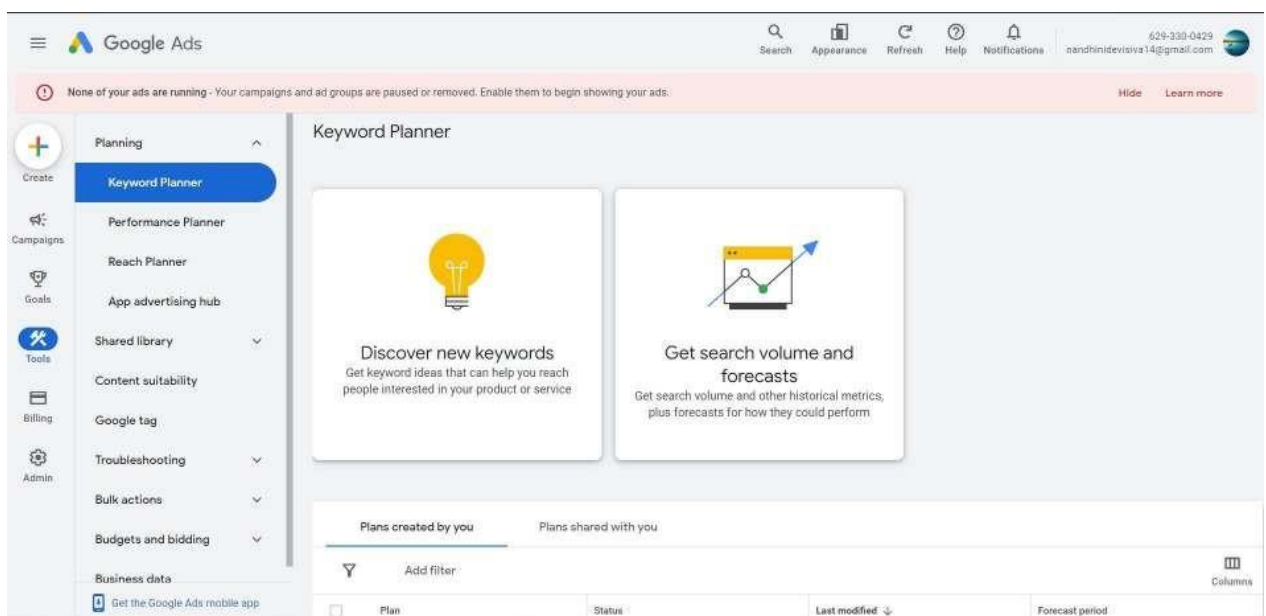
☐ Yes ☒ No

Back Submit

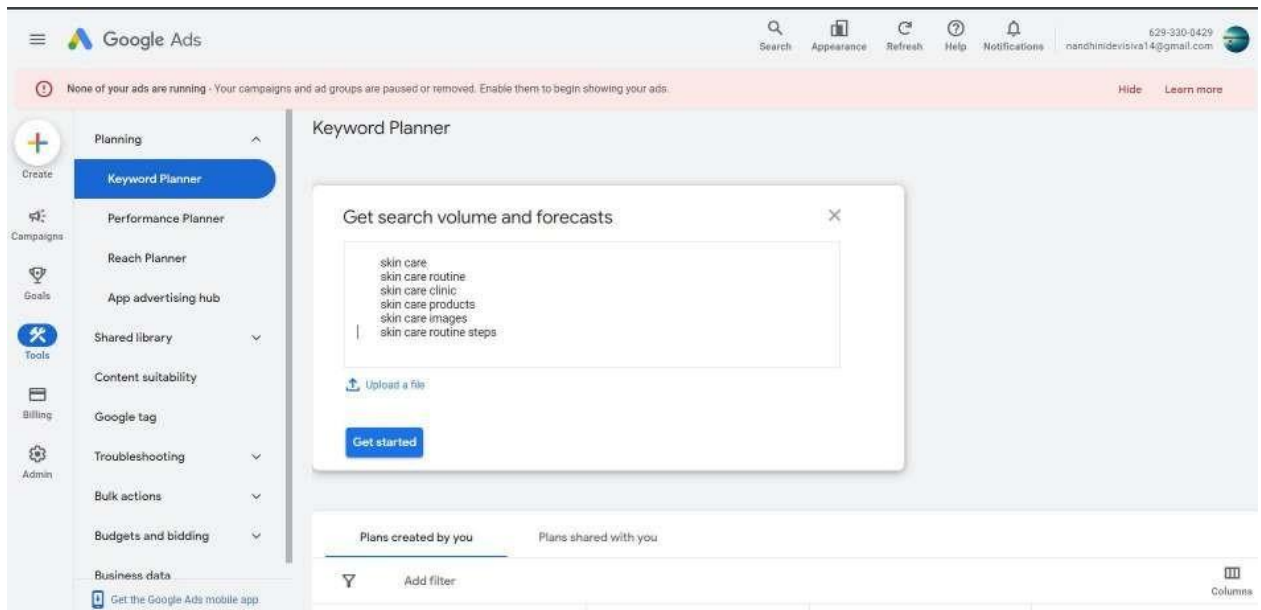
**Step 5:** After completing the procedure you have redirected to next section. Here we want to click a **“Explore your account”** button.



**Step 6:** From the interface, Select the “Tools” option from the menu. Under the “Planning” category choose “Keyword Planner” and select “Get search volumeand forecasts” option.



**Step 7:** Type skincare related keywords under “Get search volume andforecasts” tab and then click “Get started”.



**Step 8:** It shows the results for each keywords.

Keyword	Avg. monthly searches	Three month change	YoY change	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
skin care	10K - 100K	+900%	+500%	Medium	—	₹10.12	₹52.34	
skin care clinic	10K - 100K	0%	0%	Low	—	₹20.29	₹66.00	
skin care images	1K - 10K	0%	0%	Low	—	—	—	
skin care products	10K - 100K	0%	0%	High	—	₹12.62	₹65.40	
skin care routine	10K - 100K	0%	0%	Medium	—	₹1.19	₹18.88	

## RESULT:

Thus the keyword search for skincare hospital is completed successfully.



**Ex. No : 3**  
**Date:**

## **Demonstrate how to use the Google WebMasters Indexing API**

### **AIM:**

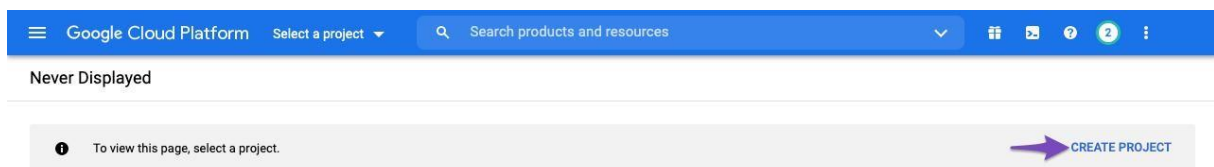
To demonstrate how to use the Google WebMasters Indexing API.

### **PROCEDURE:**

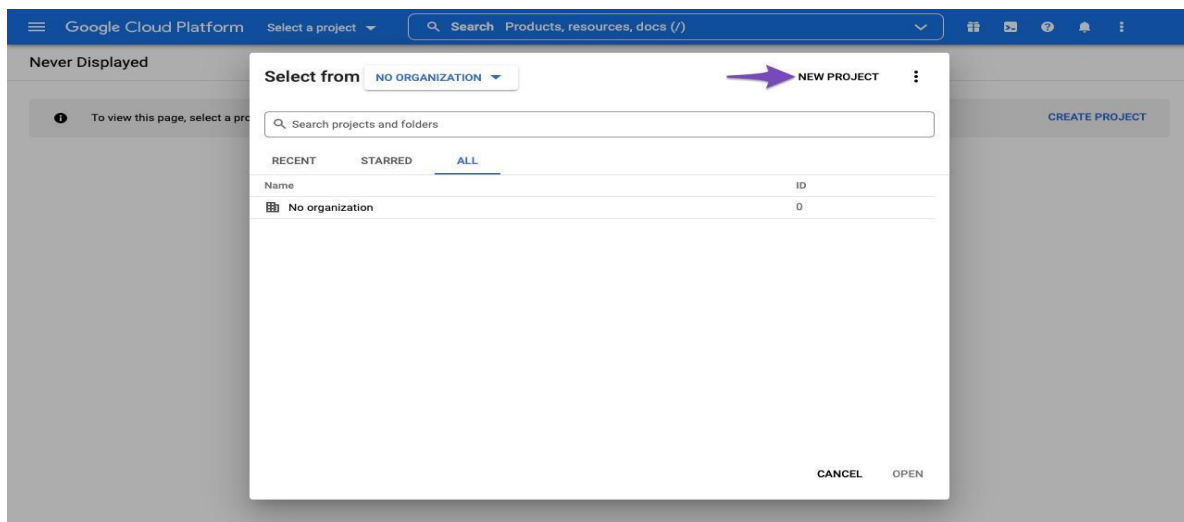
#### **Steps to Create an Indexing API Project**

#### **Step 2: Create a New Project**

Ensure that you're creating a new *Indexing API* project by clicking the **CreateProject** option.



Alternatively, you can click the **Select a project** drop-down and choose **NewProject** from the popup that appears on the screen.



**Step 3:**In the next screen, enter a project name that you can recognize later. And then click **Create**.

Google Cloud Platform Search products and resources

## New Project

You have 8 projects remaining in your quota. Request an increase or delete projects. [Learn more](#)

[MANAGE QUOTAS](#)

Project name \*  
RM Instant Indexing ?

Project ID: rm-instant-indexing-340211. It cannot be changed later. [EDIT](#)

Location \*  
No organization [BROWSE](#)

Parent organization or folder

[CREATE](#) [CANCEL](#)

### Step 4:Enable Access to API

Once you create the project, you'd need to enable the project to access the API. In the next step, you'd see a screen as shown below. Confirm if the selected project is the one that we've created for Instant Indexing API, else, select the drop-down at the top to change the project. Once you've selected the project, click **Next**.

Google Cloud Platform RM Instant Indexing Search products and resources

## Enable access to API

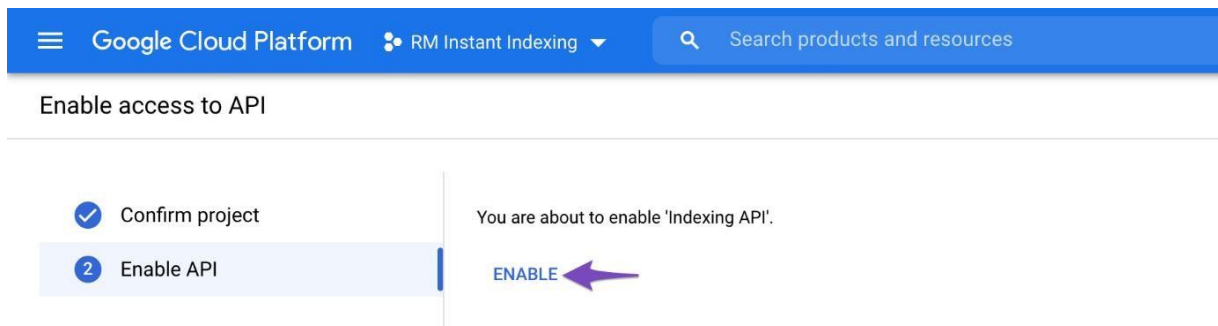
1 Confirm project

2 Enable API

You are going to make changes to project 'rm-instant-indexing-340211'. If this is not the project you intended to use, you can select or create a different project using the project selector above.

[NEXT](#)

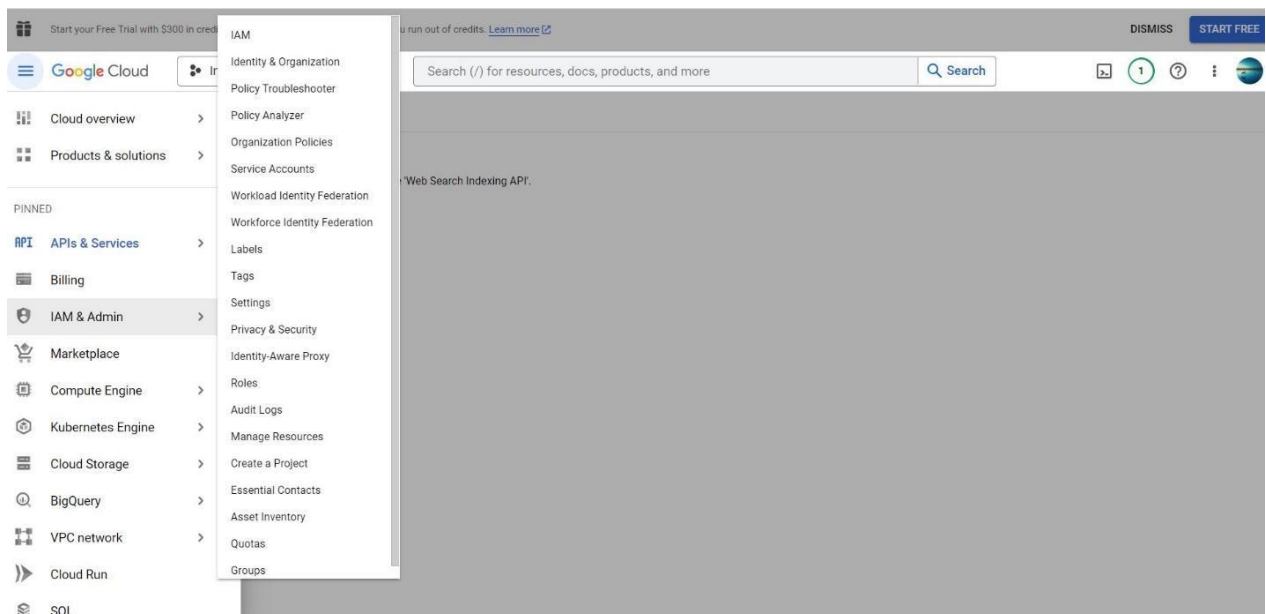
**Step 5:** In the next step, click the **Enable** option to enable the project to access the Instant Indexing API.



Once you've enabled it, you can close this tab.

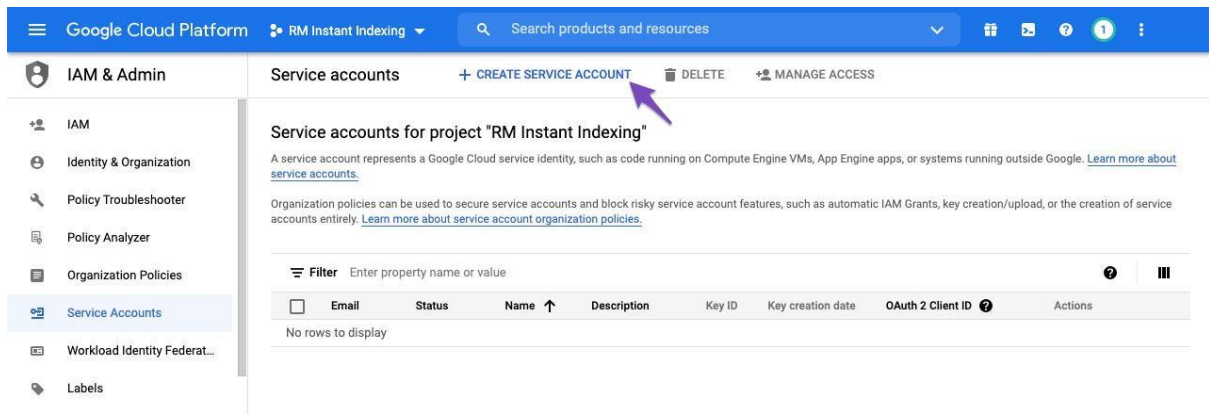
## Step 6 : Steps to Create Service Account

Next, you need to create a service account by opening the [service accounts page](#).



## Step 7: Create Service Account

After selecting the project you wish to create a service account for, you'll be taken to the following page, where you simply need to click the **Create Service Account** button highlighted below:

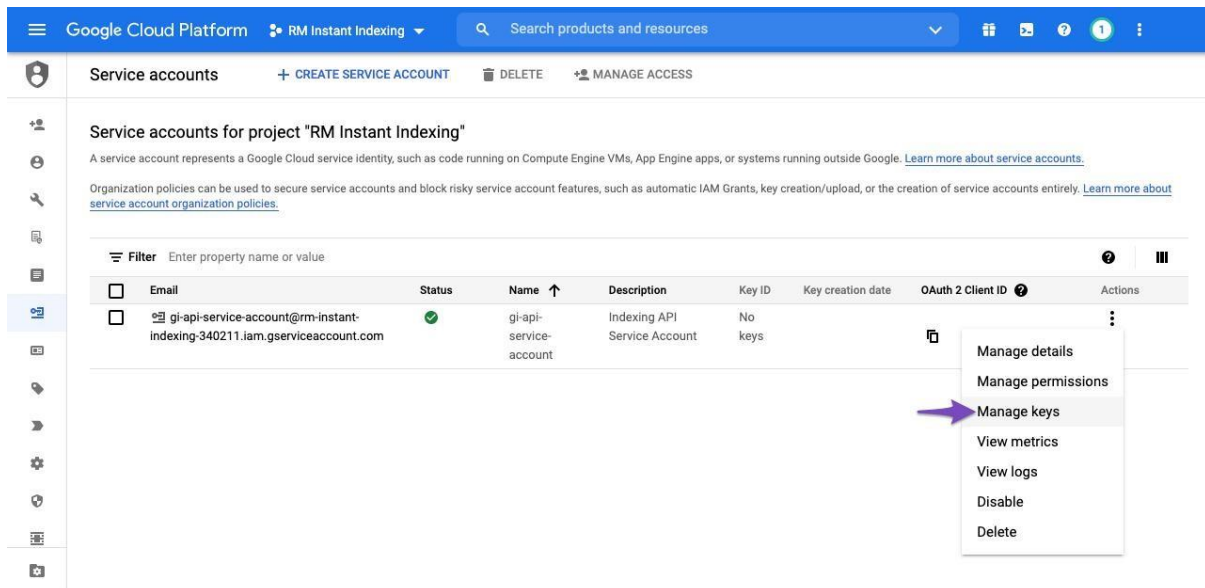


On the **Create service account** screen, enter a name and description for the newly created service account.

Select and copy the whole **Service Account ID** (the one that looks like an email address) because you will need it later. Then, click on the **Done** button at the bottom:

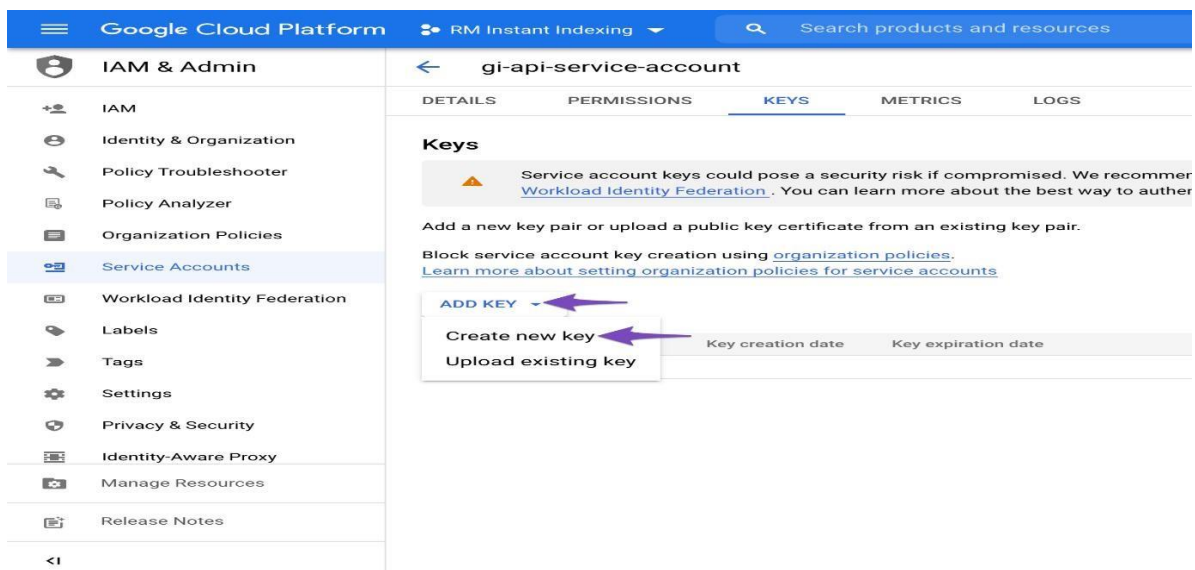
## Step 8: Manage Keys for Service Account

You will then be able to download the file that contains your **API key**. To do so, simply click the three vertical dots in the **Actions** column and then select the **Manage keys** as shown below:

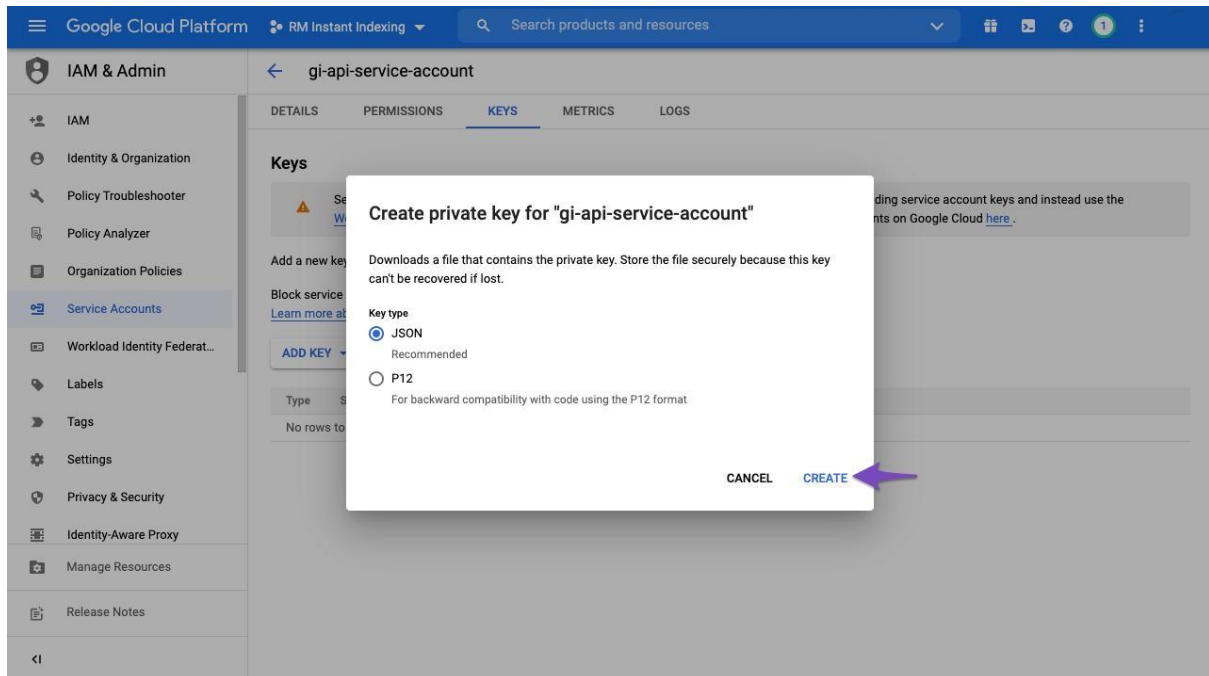


## Step 9: Create New JSON Key for Service Account

You will then be taken to the following page where you can click **Add Key** and then select the **Create new key** option, as shown below:



**Step 10:** Choose the default **JSON** format when prompted in the overlay, and click **Create**:



Upon clicking **Create**, the .json file will be automatically downloaded in your browser, meaning you've successfully created the API key & can proceed to the next step...

## Add the Service Account as an Owner of Your Google Search ConsoleProperty

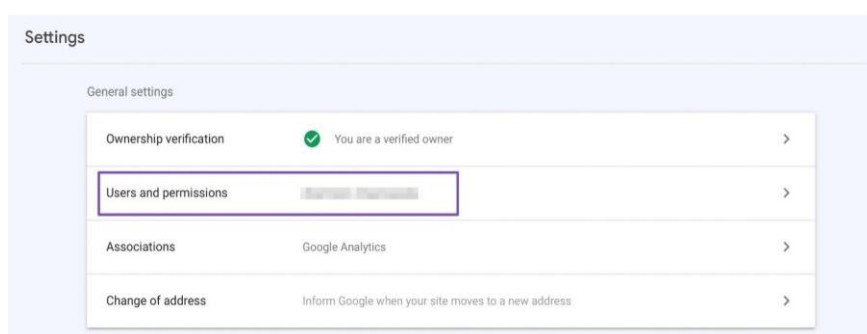
To do this, you'll need to register and verify your website with the Google Search Console (if you haven't done so already), which is super easy: just follow [the recommended steps to verify ownership of your property](#).

## Navigate to Users and Permissions in Google Search Console Settings

After verifying your property, open the [Google Search Console](#), select your property on the left (if prompted), and then click on **Settings** near the bottom:

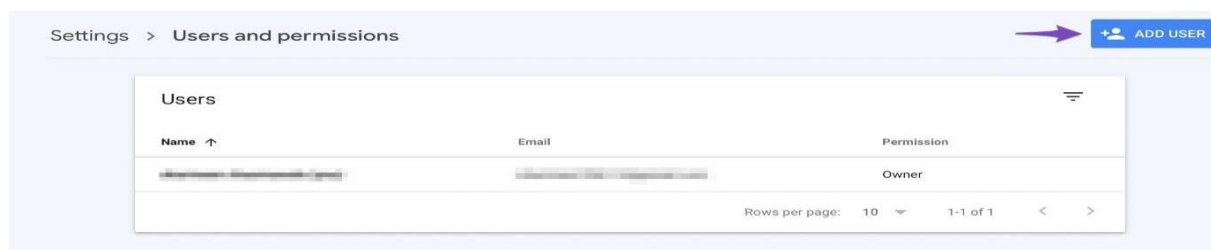
**Note:** If you're configuring for a subdomain WordPress Multisite, then ensure that you've chosen the domain level property in Google Search Console, else you'd have to add the service account as owner separately for each subdomain property.

Click on **Users and Permissions**:



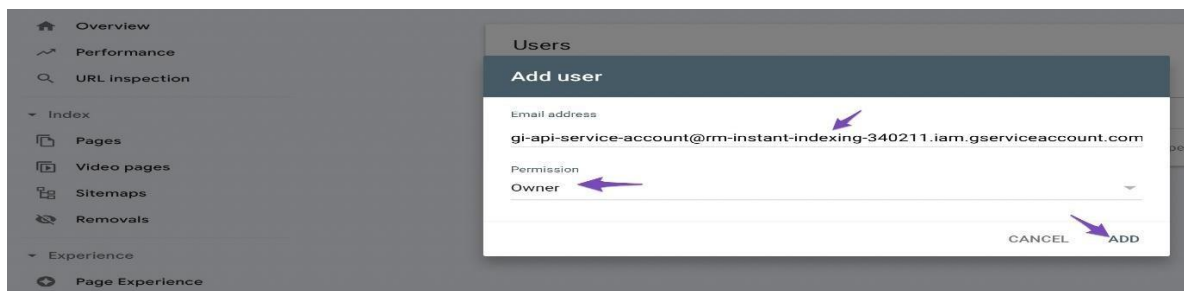
## Add User to Your Search Console Property

Click on the three dots next to your account, and then click on **Add User**.

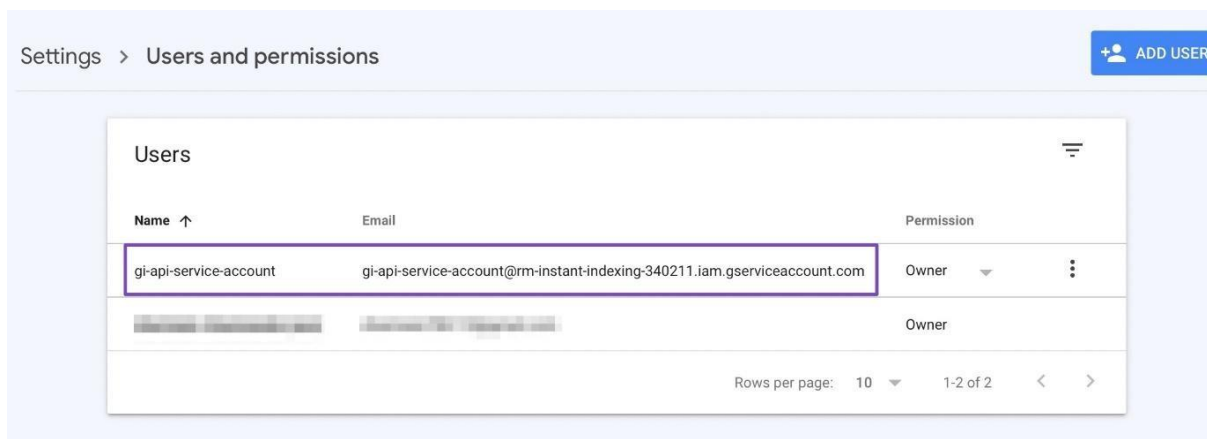


## Delegate Service Account ID as Owner

A popup will now appear. Enter the **Service account ID** (the one you copied out earlier) in the **Email address** field. Ensure that you've provided **Owner** level **Permission**, and then click **Add**.



Now in a few moments, you should see the Service account listed as a new Owner.



You can use a single **Project**, **Service Account**, and **JSON API Key** across multiple sites; just make sure that the Service Account is added as Owner for all the sites in the Search Console.

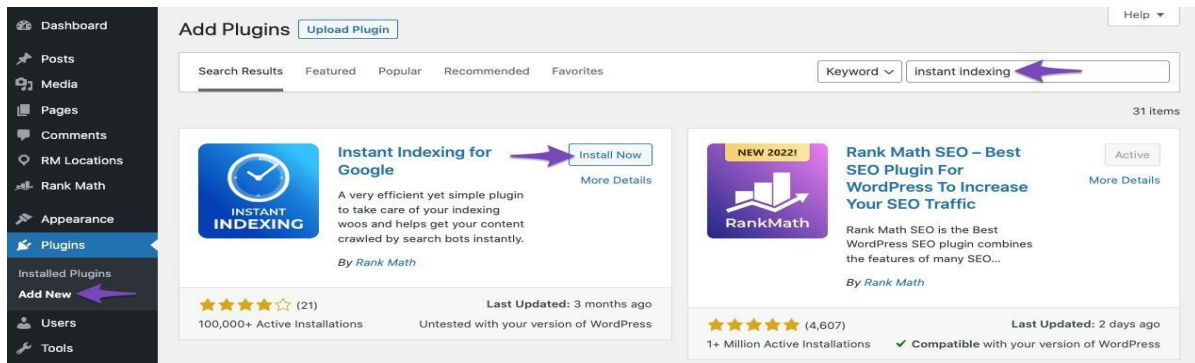
## Configure the Plugin

Now that you've created the API key and added the service account to your search console property, you're only left with configuring the Instant Indexing plugin on your WordPress site.

### Install Instant Indexing Plugin

Alternatively, you can install it through the WordPress Admin panel by navigating to Plugins > Add New. Search and install the Instant Indexing plugin, as shown below.

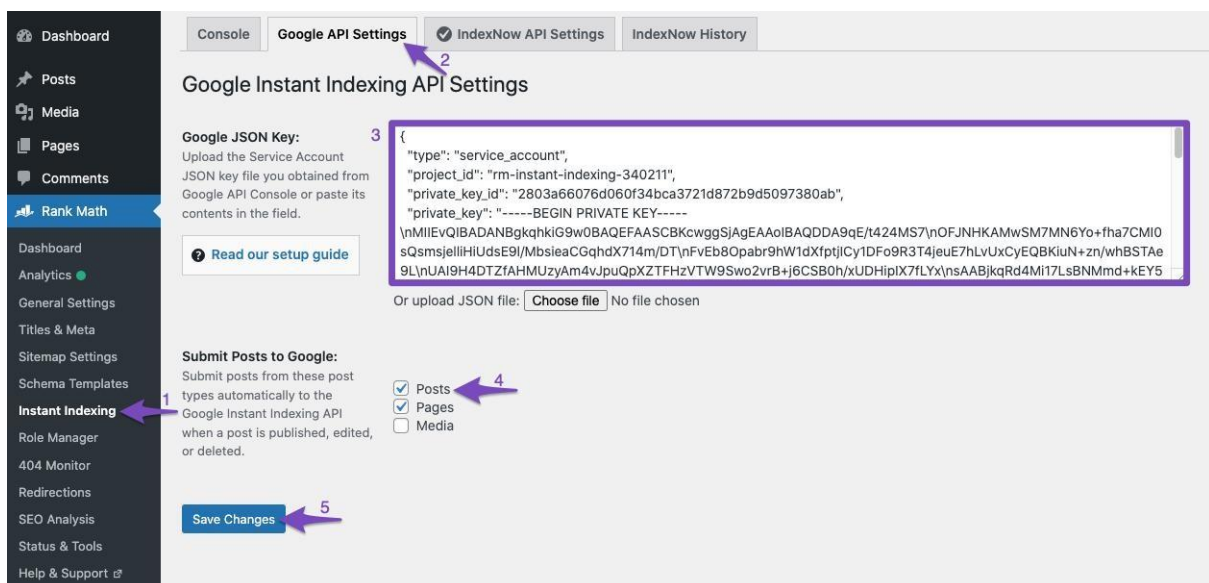




## Insert Your API Key in the Plugin Settings

After [installing and activating the plugin](#), just navigate to **Rank Math > Instant Indexing** Settings in your WordPress admin area, and under the **Google API Settings** tab, paste in the contents of your JSON file or just upload the file.

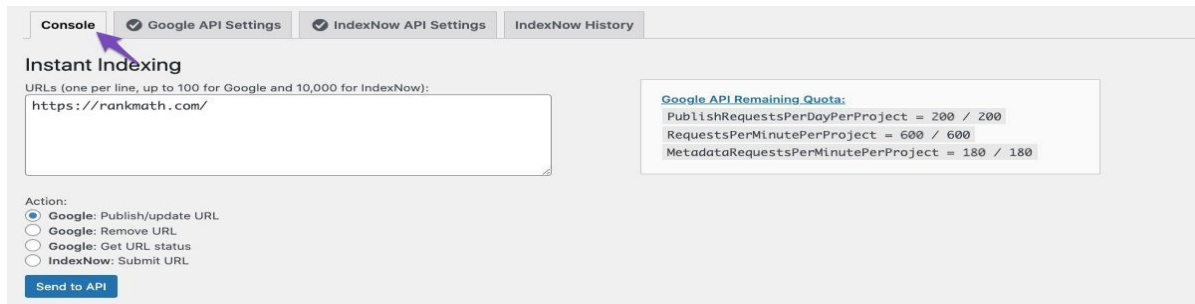
Select the Post Types where you want the Indexing API to ping Google to crawl your website as soon as a post is published, updated, or deleted, and click on **Save Changes**.



**Note:** If you're using WordPress multisite, then you need to configure the Google API Settings separately on each individual subsite.

Now it's time to use Google's indexing API to get any post or page on your site indexed *almost* instantly.

Head over to the Console tab from the top of the page. The screen should appear similar to the one below.



Console | Google API Settings | IndexNow API Settings | IndexNow History

### Instant Indexing

URLs (one per line, up to 100 for Google and 10,000 for IndexNow):

https://rankmath.com/

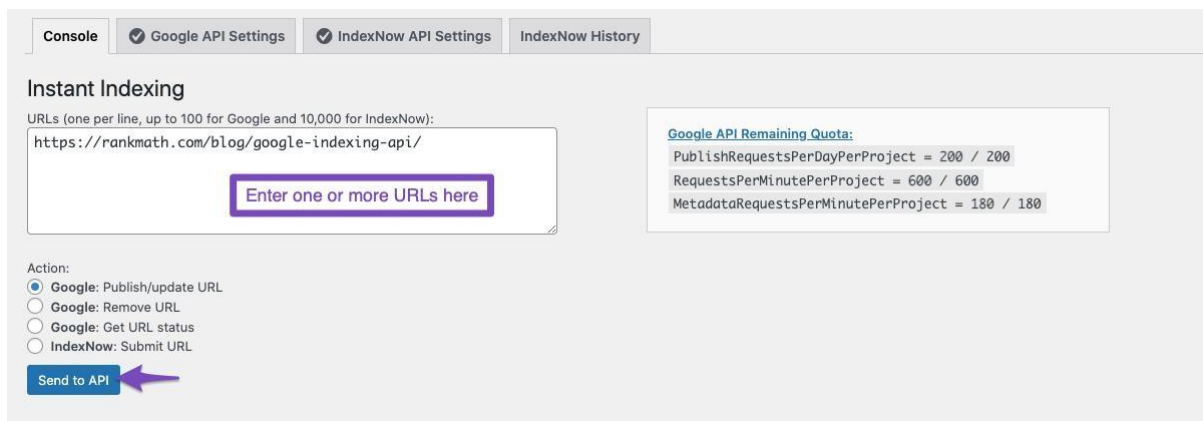
Action:

- ☒ Google: Publish/update URL
- ☐ Google: Remove URL
- ☐ Google: Get URL status
- ☐ IndexNow: Submit URL

Send to API

**Google API Remaining Quota:**  
PublishRequestsPerDayPerProject = 200 / 200  
RequestsPerMinutePerProject = 600 / 600  
MetadataRequestsPerMinutePerProject = 180 / 180

Enter a URL (or more) in the Instant Indexing section, and choose the **Action** as **Google: Publish/update URL**. Then, click the **Send to API** button.



Console | Google API Settings | IndexNow API Settings | IndexNow History

### Instant Indexing

URLs (one per line, up to 100 for Google and 10,000 for IndexNow):

https://rankmath.com/blog/google-indexing-api/

Enter one or more URLs here

Action:

- ☒ Google: Publish/update URL
- ☐ Google: Remove URL
- ☐ Google: Get URL status
- ☐ IndexNow: Submit URL

Send to API

**Google API Remaining Quota:**  
PublishRequestsPerDayPerProject = 200 / 200  
RequestsPerMinutePerProject = 600 / 600  
MetadataRequestsPerMinutePerProject = 180 / 180

In just a second, you should see a response from the API, similar to the one below.

Console

Google API Settings

IndexNow API Settings

IndexNow History

### Instant Indexing

URLs (one per line, up to 100 for Google and 10,000 for IndexNow):

https://rankmath.com/blog/google-indexing-api/

[Google API Remaining Quota:](#)

PublishRequestsPerDayPerProject = 200 / 200

RequestsPerMinutePerProject = 600 / 600

MetadataRequestsPerMinutePerProject = 180 / 180

Action:

☒ Google: Publish/update URL
 ☐ Google: Remove URL
 ☐ Google: Get URL status
 ☐ IndexNow: Submit URL

Send to API

update https://rankmath.com/blog/google-indexing-api/

✓ Success

Last updated Thu Feb 03 2022 19:00:51 GMT+0530 (India Standard Time)

Show Raw Response ^

```

19:00:51 update: https://rankmath.com/blog/google-indexing-api/
{
  "urlNotificationMetadata": {
    "url": "https://rankmath.com/blog/google-indexing-api/",
    "latestUpdate": {
      "notifyTime": "2022-02-03T13:30:51.180570433Z",
      "type": "URL_UPDATED",
      "url": "https://rankmath.com/blog/google-indexing-api/"
    }
  }
}

```

## RESULT:

Thus the demonstration for using a Google Webmaster API is completed successfully.

**Ex. No : 4**  
**Date :**

**Discuss an interesting case study regarding how an insurance company manages leads.**

**AIM:**

To discuss about an case study that how an insurance company manages leads.

**PROCEDURE:**

**Challenges**

**1. Lead Quality:** The company received leads from various sources, but the quality of leads varied widely. Many leads were not well-qualified, leading to wasted resources on unproductive leads.

**2. Lead Tracking:** Tracking and managing leads from multiple sources, such as online forms, phone calls, and third-party lead providers, was becoming increasingly complex.

**3. Manual Processes:** Much of the lead management was done manually, resulting in delays, errors, and missed opportunities.

**Strategies and Technologies**

**1. Lead Scoring**

Implemented lead scoring models based on historical data and predictive analytics. This allowed them to prioritize leads based on their likelihood to convert.

Leads were categorized into "hot," "warm," and "cold" categories, with the sales team focusing primarily on hot leads.

**2.Automation**

Automated lead capture from various sources and integrated them into a centralized Customer Relationship Management (CRM) system.

Automated email and SMS marketing campaigns to nurture leads and provide them with relevant information.

**3.Data Enrichment**

Used third-party data providers to enrich lead information. This included demographic and behavioral data to better understand the leads and tailor their communication.

## **2. Lead Routing**

Implemented an intelligent lead routing system that ensured the right leads were assigned to the most suitable agents based on various factors like location, expertise, and current workload.

## **3. Real-time Alerts**

Implemented real-time alerts for high-potential leads. Whenever a lead exhibited strong buying signals, the system alerted the sales team to follow up promptly.

## **4. Performance Analytics**

Regularly analyzed the performance of lead sources, lead nurturing campaigns, and sales team efforts to optimize their strategies.

The implementation of these strategies led to significant improvements:

**1. Higher Conversion Rates:** By prioritizing and focusing on high-scoring leads, XYZ Insurance Company saw a substantial increase in their lead conversion rates.

**2. Improved Efficiency:** Automation reduced manual work and streamlined lead management processes, allowing sales agents to focus on selling rather than administrative tasks.

**3. Reduced Wastage:** Better lead quality and routing reduced the number of unproductive leads, resulting in cost savings.

**4. Data-Driven Decision-Making:** The company was able to make more informed decisions by analyzing data from their lead management system. They could allocate resources to the most effective lead sources and strategies.

**5. Enhanced Customer Experience:** Leads received timely and personalized communication, resulting in a better customer experience.

## **RESULT:**

Thus the case study about insurance company lead management is completed successfully.

**Ex. No : 5**  
**Date :**

**Discuss negative and positive impacts and ethical implications of using social media for political advertising.**

**AIM:**

To discuss about negative and positive impacts of using social media for political advertising.

**PROCEDURE:**

**POSITIVE IMPACTS**

- 1. Wider Reach:** Social media platforms have billions of active users, allowing political candidates to reach a vast and diverse audience at a relatively low cost.
- 2. Engagement and Participation:** Political advertising on social media can encourage civic engagement by prompting discussions, debates, and encouraging people to participate in elections.
- 3. Targeted Advertising:** Social media platforms offer sophisticated targeting options, enabling campaigns to reach specific demographics and individuals with tailored messages.
- 4. Real-time Updates:** Politicians can quickly share real-time updates, respond to current events, and address concerns, providing transparency and immediacy in their communication.
- 5. Cost-Efficiency:** Compared to traditional advertising methods, social media advertising is often more cost-effective, making it accessible to a wider range of candidates and causes.

**NEGATIVE IMPACTS**

- 1. Echo Chambers:** Social media can reinforce existing beliefs and create filter bubbles, where users are exposed to information that aligns with their views. This can lead to polarization and an inability to consider alternative perspectives.
- 2. Disinformation and Fake News:** False or misleading information can spread rapidly on social media, undermining the credibility of political campaigns and sowing confusion among the public.

**3. Privacy Concerns:** Targeted political advertising often relies on the collection of personal data, raising privacy concerns and potential misuse of user information.

**4. Algorithmic Biases:** Social media algorithms can inadvertently favor sensational or divisive content, amplifying extreme voices and issues rather than encouraging balanced discourse.

**5. Foreign Interference:** Social media platforms are susceptible to foreign interference, where foreign entities may attempt to influence domestic elections through disinformation campaigns or hacking.

## **ETHICAL IMPLICATIONS**

**1. Transparency:** There is an ethical obligation for political advertisers to be transparent about their identity, the source of their funding, and the content of their ads.

**2. Data Privacy:** Ethical concerns arise when political campaigns collect and use personal data without explicit consent. Respecting user privacy and adhering to data protection laws is essential.

**3. Fact-checking:** Ethical considerations include the responsibility to fact-check and provide accurate information in political advertising, avoiding the spread of disinformation.

**4. Algorithmic Accountability:** Social media platforms should ensure their algorithms are designed to promote responsible and ethical discourse, rather than amplifying divisive or harmful content.

**5. Equity and Fairness:** Ensuring that all candidates have equal access to social media platforms and that they are not discriminated against or marginalized is an ethical imperative.

**6. Civic Responsibility:** Political advertisers should consider the broader impact of their messaging on society, promoting healthy and constructive political discourse.

## **RESULT:**

Thus the analyzation about using social media for political advertising is completed successfully.

**Ex. No : 6**

**Date :**

**Discuss how Predictive analytics is impacting marketing automation**

**AIM:**

To discuss about Predictive analytics on marketing automation.

**PROCEDURE:**

Predictive analytics is having a significant impact on marketing automation by enabling marketers to make data-driven decisions and personalize their marketing efforts more effectively.

**1. Improved Customer Segmentation**

Predictive analytics helps in identifying high-value customer segments based on historical data and behavior patterns. This allows marketers to create more targeted campaigns, ensuring that the right message reaches the right audience at the right time.

**2. Lead Scoring and Qualification**

Predictive lead scoring uses historical data to assign scores to leads, indicating their likelihood to convert. Marketing automation platforms can use these scores to prioritize leads for sales teams, resulting in more efficient lead management.

**3. Content Personalization**

Predictive analytics can analyze customer preferences and behaviors to recommend personalized content, such as product recommendations, email subject lines, or website content. Marketing automation systems can then use these recommendations to create dynamic, personalized marketing messages.

**4. Optimized Email Marketing**

Predictive analytics can help optimize email marketing campaigns by analyzing historical email performance and recommending the best send times, content, and subject lines to maximize open rates and click-through rates.

**5. Churn Prediction and Retention**

Predictive models can identify customers at risk of churning based on historical behavior. Marketing automation platforms can then trigger targeted retention campaigns, such as personalized offers or re-engagement emails, to reduce churn.



## **6. Dynamic Pricing Strategies**

In e-commerce, predictive analytics can assist in setting dynamic pricing based on factors like demand, competition, and customer behavior. Marketing automation tools can adjust pricing and promote products accordingly.

## **7. Marketing Attribution**

Predictive analytics can help attribute marketing touchpoints to conversions more accurately. This data can guide marketing automation systems to allocate resources and budget effectively across different channels.

## **8. Customer Lifetime Value (CLV) Prediction**

Predictive models can estimate a customer's lifetime value based on their past behavior. Marketing automation can then tailor marketing efforts to maximize the value of high CLV customers.

## **9. Automated A/B Testing**

Predictive analytics can suggest A/B testing variations based on historical data, helping marketers run experiments with a higher chance of success. Marketing automation platforms can streamline the testing process.

## **10. Demand Forecasting**

Predictive analytics can forecast demand for products or services, allowing marketing automation systems to adjust campaign volume, timing, and resources accordingly.

## **11. Predictive Lead Nurturing**

Predictive models can identify where a lead is in the customer journey and recommend the most relevant content or nurture sequence to move them closer to conversion.

## **12. Social Media Insights**

Predictive analytics can analyze social media data to identify trends, sentiment, and influencers. Marketing automation can use this data for more effective social media campaigns.

## **RESULT:**

Thus the analyzation about Predictive analytics on marketing automation is completed successfully.

