

Assignment - 02

1. Give the name of the Traditional and Digital platform where we can promote TOPS Technologies Pvt. Ltd and suggest which platform will be better for their marketing activity with a reason ?

- Traditional Market :-



You Will Be Next
1 Lac Students Successfully Trained & Placed

Student Profile	Salary
	4.5 Lacs
	5 Lacs
	5.5 Lacs
	7.5 Lacs
	4 Lacs
	4.5 Lacs
	4 Lacs

Partners:

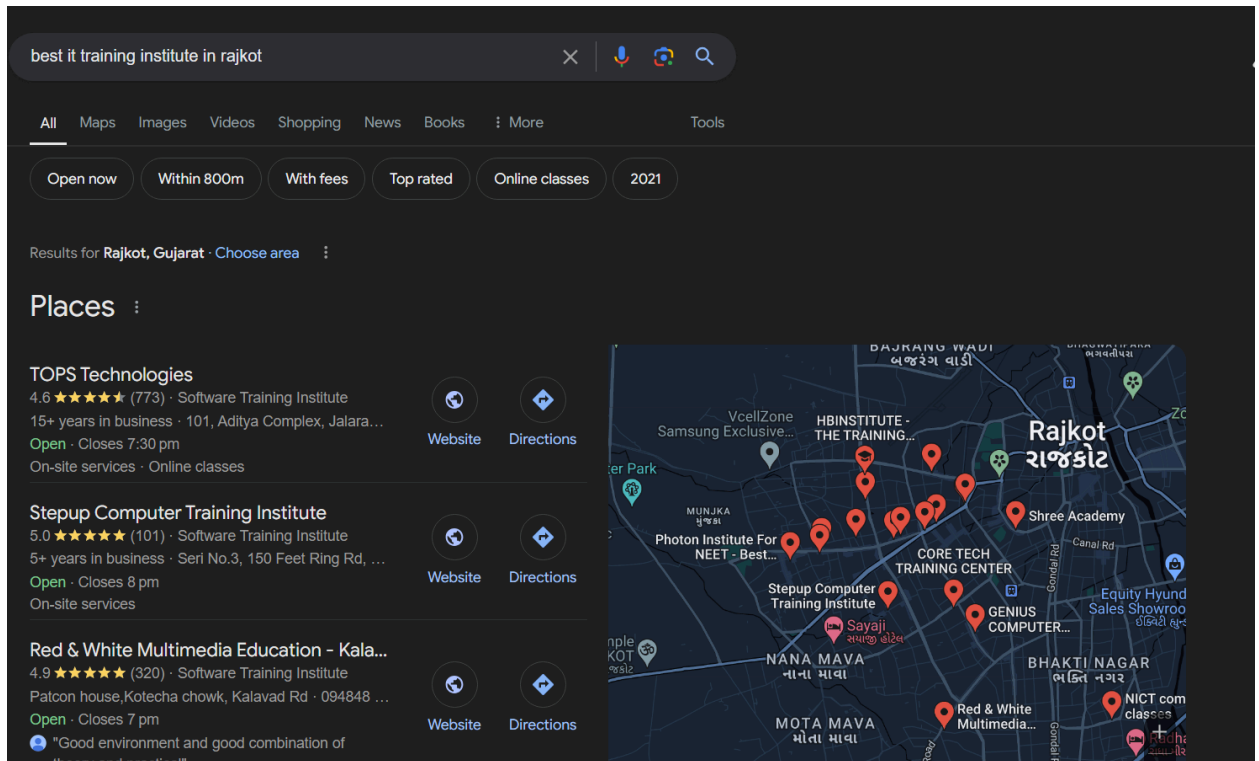
Partner	Partner	Partner	Partner	Partner
softdel	virtusa	Qualcomm	IBM	3i Infotech
Deloitte	Capgemini	ti HEXWARE	fractal	Google
wipro	airtel	accenture	pwc	HCL
				erx

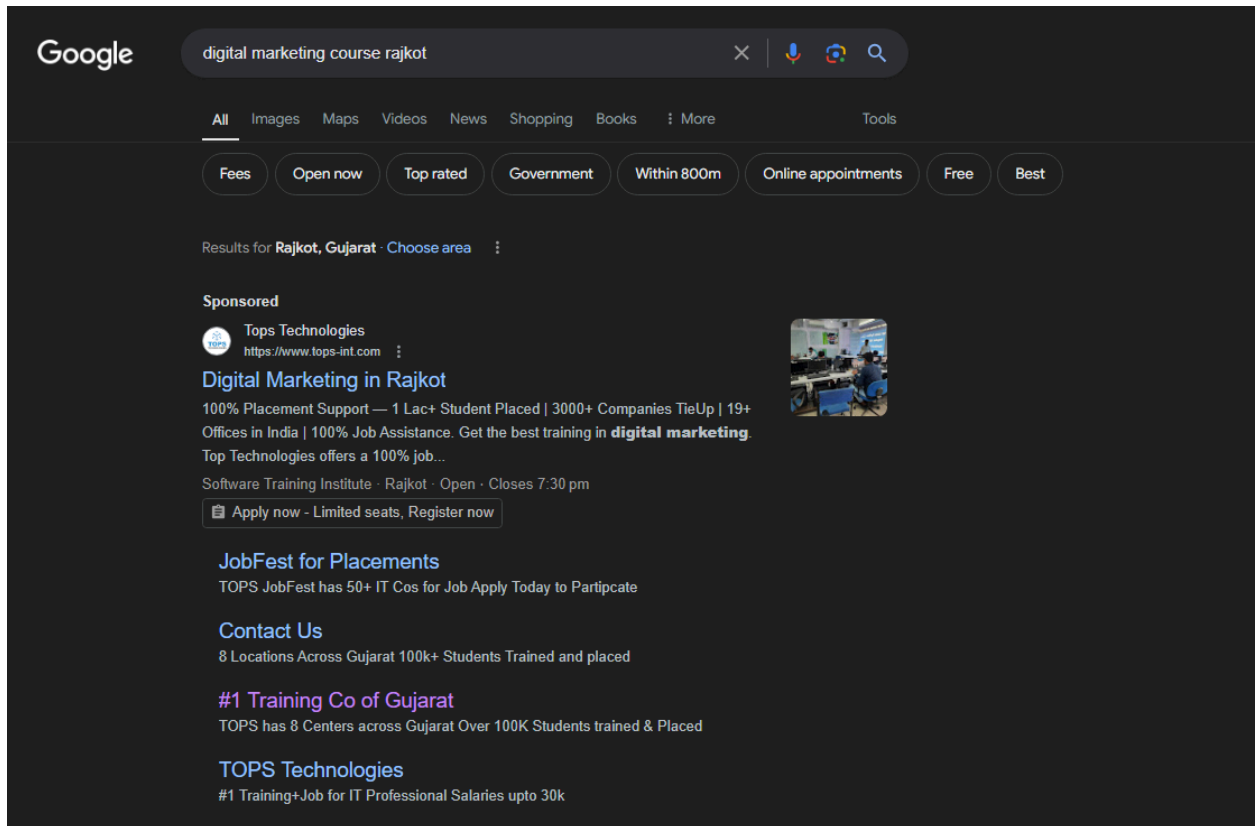


Collaboration with Top University



● Digital Marketing :-





The importance of digital marketing lies in its ability to reach target audiences, drive sales, and increase revenue. By using techniques like social media marketing, content marketing, SEO and PPC, businesses can use digital marketing to engage, convert, and retain their target audience.

2. What are the Marketing activities and their uses ?

❖ There are 10 types of activities.

1) Search Engine Optimization (SEO):-

Improves website visibility by optimizing content and technical aspects.

Drives organic traffic to your website.

Enhances user experience by improving site structure and content.

Builds brand credibility by establishing a strong online presence.

2) Search Engine Marketing (SEM):-

Promote your brand or business globally.

Drive conversions and sales.

Extend your reach on a tight budget.

Personalize your ads: SEM allows you to target your ads to specific audiences with different demographics, interests, and lifestyles.

3) Content Marketing:-

Content marketing is one of the most effective strategies for inbound and digital marketing. Content raises awareness of your brand, builds trust with your audience and turns them into

customers who may become product evangelists. Content marketing is related to both your company's website and blog as well as social media platforms such as Twitter, Facebook, and Pinterest which have audiences that are exploring new content daily.

4) Content Automation:-

Content automation is a set of technologies that automate manual processes in content marketing. Content automation is more than automated content generation. Its purpose is to automate every stage of the content lifecycle from content generation to keeping the content up-to-date.

5) Campaign Marketing:-

A **digital marketing campaign** involves the execution of a marketing strategy across all the digital channels where consumers engage with a brand, usually for the purpose of improving a company's conversion rate.

6) E-commerce Marketing:-

Ecommerce marketing is the practice of using promotional tactics to drive traffic to your online store, converting that traffic into paying customers, and retaining those customers post-purchase.

A successful ecommerce marketing strategy should be made up of marketing tactics both on and off your website. This can help you build brand awareness, drive customer loyalty, and increase ecommerce sales.

Promote your online store by using ecommerce marketing tools for business as a whole or to drive more sales for specific products.

7) Social Media Optimization (SMO):-

Social media optimization (SMO) is the **use of social media sites to manage and enhance an organization's message and online presence**. As a digital marketing strategy, social media optimization can be used to increase awareness of new products and services,

connect with customers, and mitigate potentially damaging news.

8) Social Media Marketing (SMM):-

Social media marketing is the practice of using social media platforms and tools to promote your business and connect with your audience.

By leveraging the power of social media platforms and the tools they offer, businesses can not only showcase their products or services but also engage with their customers on a personal level.

The intended outcomes can range from the somewhat abstract (like brand building) to the very specific (like selling products through social commerce). Driving web traffic, increasing sales, and nurturing customer loyalty are all common goals of social media marketing.

9) E-mail Direct Marketing:-

Direct email marketing is one of the most common digital marketing tactics today. It typically comes from

communicating an offer directly to pre-selected customers. It's also known as direct response marketing and doesn't follow the same methodology as mass promotional emails sent to your entire contact list.

There are several different types of strategies you may use for this marketing tactic. For example, you may want to craft some welcome emails or birthday messages. As another example, if you have a special discount or promotion, you can look at your target market, figure out who will benefit the most from this strategy, and communicate directly with them.

10) Display Advertising:-

A popular and effective format of digital advertising is display advertising. It is completely driven by the visuals it uses to attract attention and spread brand awareness across the internet.

Display ads are a lucrative method of advertising for marketers looking for ways to reach and acquire customers. They make generous use of visual media in the form of texts, images, or even videos to catch people's attention.

You can usually spot display ads in designated corners of webpages and social media platforms, and they are usually showcased in the form of a banner ad (graphic or text). All campaigns ranging from the ones using simple text to those with attractive videos can be grouped under display advertising.

Most successful display advertising campaigns use a clever combination of images, text, gifs, and videos to stand out on the internet and send their message across to the targeted audience. Marketers can play around with language, design, shapes, and sizes of banners to create engaging display ads.

3. What is Traffic ?

- Traffic generation happens in 2 ways

- **INBOUND** (also called organic traffic) means creating quality content that brings peoples to your doors, the goals is to create such compelling content the user is attracted towards you and stay with you.
- **OUTBOUND** (also called inorganic traffic) means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms about your existence.

4). Things we should see while choosing a domain name for a company.

1. **Choose the Right TLD**
2. **Keep It Short and Simple**
3. **Avoid Using Double Letters, Numbers, and Hyphens**
4. **Watch Out for Trademarks**
5. **Implement Targeted Keywords**
6. **Consider Your Brand**
7. **Check Availability on Social Media**
8. **Check the Domain's History**

9. Think Long-Term

5). What is the difference between a landing page and home page ?

- i) Landing pages have a single CTA, but homepages have many.
- ii) Landing pages have no external links, but homepages have many.
- iii) You can have plenty of landing pages but only one homepage.
- iv) Landing pages are for targeted marketing; homepages are for everyone.

6). List out some call-to-actions we use, on an e-commerce website.

7).What is meaning of keywords and what add ons we can use with them ?

Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines.

Keywords are the first things you should learn about when you start to optimize your website or blog for SEO.

- ➔ Price Quality - Best, TOP, New, Popular
- ➔ Time Date - Month or Year or Date
- ➔ Intent - Buy Sell
- ➔ Location - City, State, Online

8). Please write some of the major algorithm updates and their effects on google rankings.

9).What is the crawling and indexing process and who performs it ?

★ Crawling:-

It is performed by software robots called web spider or web crawlers. Each search engine has its web spiders to perform crawling.

In this step, the spiders visit websites or web pages and read them and follow the links to other web pages of the site.

Thus by crawling, they can find out what is published on the World Wide Web.

It also revisite the previous sites to cheak for the changes or updates in the web pages. If changes are found, it makes a copy of the changes to update the indax.

★ Indexing:-

It involves building an index after crawling all websites or web pages found on the World Wide Web.

An index of the crawled sites is made based on the type and quality of information provided by them and stored in huge storage facilities.

It is like a book that contains a copy of each webpage crawled by the spider. Thus, it collects and organizes the information from all over the internet.

10). Difference between organic and inorganic results.

- **Organice Results:-**

Organic marketing are basically free marketing strategies. These strategies include creating your own original content and content created by a loyal fan.

Growing an online presence organically can be tricky these days.

Organic content is getting lost in the sea of algorithms and sponsored ads. Thanks, Instagram.

But if you are strategic with your posts, organic marketing is much more authentic. Consumers trust organic marketing over paid advertisements. Even if it reaches fewer people, it tends to be more effective over time.

Organic marketing campaigns keep the interest of current followers and build an online community. Not to mention, they're free which is always a plus.

There are a few strategies to increase organic traffic on social media networks. Some free strategies include hashtags, your story, live feeds, and direct messages.

Word-of-mouth marketing, such as reviews and recommendations from your followers, is the most effective way to increase organic traffic to your site

- **Inorganice Results:-**

Inorganic marketing strategies involve paid advertisements, like banner ads and sponsored posts. These advertisements typically micro-target a specific audience related to your brand.

But if you're wanting to boost traffic quickly and reach a wider audience, **combining organic and inorganic posting is your best bet.**

A benefit of inorganic traffic is it allows you to micro-target your ideal audience. You can reach people who never would have seen your business before. Thanks to Instagram's algorithm and the creepy way they track search histories, it finds the people who have shown interest in similar products.

A con of inorganic traffic is people are more skeptical of sponsored posts as opposed to a friend recommendation. It may reach a wider audience quicker, but the people who actually follow through and become customers are fewer and farther between.

11). Create a blog for the latest SEO trends in the market using any blogging site.

12). Create a website for the business using Wix.com/ Wordpress.com/ Google Sites.

Wix.com:-

[HOME | Morden Creation
\(aasthaparmar1801.wixsite.com\)](http://HOME|MordenCreation(aasthaparmar1801.wixsite.com))

13). Perform keywords research for www.designer2developer.com.