

Name: Binson Dsouza

Rollno: 19808

Class: TYBCA

Course: Fundamentals of digital marketing

Link: <https://learndigital.withgoogle.com/digitalgarage/course/digital-marketing>

This **FUNDAMENTALS OF DIGITAL MARKETING** course helped me to understand

As the time we spend online increases, so do the digital opportunities available. The online experience is constantly evolving thanks to content creators, businesses and app developers who are able to find new and innovative ways to help us shop, learn, and connect. So whether you own a business yourself or would like to work for one, now is a great time to jump in and see how you can get involved in the digital world.

In **module one** I have learned about Google Digital Garage provides you with a simple way to navigate digital marketing concepts and gain the knowledge you need to feel confident. Whether it's content marketing, online advertising, mobile marketing or selling products online, we've organised it into bite-sized video lessons and quizzes so that it's easy for you to either pick up new skills or brush up on your existing knowledge also understood the core components of digital, how they relate to YOUR business and how to get started.

In **module two** I have learned about Taking your business online offers a lot of opportunities, but with so many options, it's easy to spin your wheels and lose focus. Setting specific goals can help as you begin to navigate the digital world. How to launch your business online, step by step local listings, social media and video, websites and mobile apps. Also understood how to best help them find you, using some tried-and-tested online marketing avenues: search engines, other websites, social media, email. Even To go digital and do it the right way, you need a well-thought-out and flexible plan through: setting realistic expectations, tracking and measuring how you're doing, adapting to changes in technology and your industry.

In **module three** I understood about how important being online is these days, as well as some common ways to do it, including: websites, local business listings and review site, social media, mobile apps. If your business needs a website, the first step is to understand the basics what web servers do, how domain names work, how your website uses these. Visitors to your website should be able to navigate and interact with your site easily – that's called usability. Bring them back again and again by: providing simple and clear navigation, creating a consistent layout, writing relevant and effective content.

In **module four** i have gained An online business strategy can boost your chances of digital success, helping you to define clear goals and focus your online activity: how an online business can benefit from a business strategy, best practices when creating a business strategy, examples of common goals and popular strategies to

achieve them. When taking a business online, understanding how customers browse on the web is an important factor in ensuring your online efforts are rewarded.

- customer behaviours online, and how these overlap with offline behaviours
- the "See, Think, Do, Care" framework, and how to use this to help understand the online customer journey
- how to group your audiences using audience segmentation.

Understanding the competition is a key component of your online strategy, enabling you to position a business correctly in the marketplace.

- how to identify what makes a business stand out in a busy marketplace
- why Unique Selling Points (USPs) are important and how to construct them

Today's world is a digital one, with nearly half of the global population online. With so many people using the internet, it makes sense for a business to tap into digital. It help us to Find out what opportunities exist and how a website, videos or social media could help us to reach our goals.

The screenshot shows a web browser window displaying the Google Digital Garage course page for 'Fundamentals of digital marketing'. The browser's address bar shows the URL 'learndigital.withgoogle.com/digitalgarage/course/digital-marketing'. The page features a navigation bar with 'Google Digital Garage', 'My Learning Plan', 'Online Courses', and 'More'. The main content area includes a star icon with 'INCLUDES CERTIFICATE', the course title 'Fundamentals of digital marketing', and a subtitle 'Learn the fundamentals of digital marketing to help your business or career.' Logos for Google, Coursera, and FutureLearn are displayed. A 'NEXT STEP' section recommends 'Make mobile work for you' (5 Lessons/35 min) with a 'Start' button. The right sidebar shows 'COURSE PROGRESS' at 52%, 'COURSE DETAIL' (Modules: 26, Hours: 40, Beginner level, Free), and 'RECENT BADGES' (14 of 26 unlocked). The Windows taskbar at the bottom shows various application icons and system status.

