**Modul-2**

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**

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| **Digital Marketing** | **Traditional Marketing** |
|  |  |
| Unlock the key to reaching  More people and connecting with them. | Point or another, especially the older dem ographic. |
| Any business, regardless of its size, can leverage digital marketing to reach  Out to its target market. | It is a conventional mode of marketing for businesses looking for ways…. |
| Everything from…   * Social media (Facebook, Instagram etc) * Website * Content marketing * Affiliate marketing * Inbound marketing * Email marketing * PPC (pay per click * SEM (Search engine marketing) | Everything from…   * Outdoor (Billboards, bus/taxi wraps, posters etc) * Broadcasting (TV, Radio etc) * Print (Magazines, newspapers etc) * Direct Mail (catalogues etc) * Telemarketing (Phone, text message) * Window display and signs |

So,

Digital marketing is probably the best option for most. If you want to reach a particular group of people, wherever they may be, while keeping costs low, go with digital marketing. Doing so will also allow you to collect valuable information on your audience immediately so that you can create even more effective marketing campaigns.

However, there is still a place for traditional marketing. If you want to reach an older audience or a local audience, traditional marketing methods may be more productive and stand out better than digital marketing methods. Though these methods may seem “old,” the reality is that they’ve stuck around for a reason. They work!

When considering which marketing strategy is best for your business, consider your audience, where they get their information from, and use that to make your decision. When deciding between traditional marketing vs. digital marketing, it’s not necessarily true that one is simply better than the other as they serve different purposes. The bottom line is that you need to fully understand your business and your audience to pick the strategy that’s better for you.

1. **What are the Marketing activities and their uses?**

Marketing activities are tactics and strategies that a business employs to encourage customers to buy goods or services. Marketing activities can also include initiatives to better understand consumers, such as market research.

Companies use different marketing activities—such as email campaigns, paid advertisements, or search engine optimization—to reach returning and potential customers. An effective marketing plan includes various marketing tools and tactics and tracks marketing metrics to gauge efficacy and results.

Uses: -

**Product, Price, Promotion, People and Place** form the four Ps of the marketing mix. These are the key factors that are involved in introducing a product or service to the public.

1. **What is Traffic?**

Traffic is a count of the number of visitors to a website or web page, and the metric can be further defined by its source – for example, paid or organic search engine traffic, campaign traffic (from digital ads, emails, social media), direct traffic (direct visits perhaps following in-store promotions). A key aim for digital marketers is to increase traffic, and measuring it allows them to ascertain how successful different elements of their marketing campaign have been in bringing people to the website.

1. **Things we should see while choosing a domain name for a company.**

**How to Choose a Domain Name for Your Business**

* Use a .com extension. ...
* Keep it short and simple. ...
* Avoid hyphens, numbers, and doubled letters. ...
* Stay unique, specific, and on-brand. ...
* Add keywords. ...
* Do your research. ...
* Consider domain extensions. ...
* Avoid vague or generic options.

1. **What is the difference between a Landing page and a Home page?**

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| --- | --- |
| **Landing page** | **Home page** |
| A Landing Page is a standalone page, designed for a specific campaign. Landing pages have a call-to-action and there should be nothing to distract your clients from converting. | A homepage exists as a single page of a larger website. It has lots of information and focuses on introducing your company. Your homepage is an invitation to the visitor to explore your brand. |
| * Is a secondary page on your website (www.yoursite.com/landingpage) or a subdomain (landingpage.yoursite.com). * Receives traffic mostly from paid marketing campaigns (search ads, social ads, email marketing, etc.). * Omits or downplays navigation options. * Stays focused on a single topic or offer throughout the page. * Uses a specific call to action, such as “Sign Up” or “Buy Now.” | * Occupies your root domain (www.yourwebsite.com). * Receives traffic mostly from organic search. * Links to every other important page of your website. * Gives a comprehensive overview of what your business does. * Uses a broad call to action, such as “Contact Us” or “Learn More”. |

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

* Buy now. A simple, classic CTA that provides a clear action to follow and creates urgency with the word now.
* Complete my purchase….
* Treat yourself today….
* Grab it today….
* Try out today….
* Get the look….
* Buy now to avoid disappointment….
* Buy now and enjoy {add user benefit}

1. **What is the Crawling and Indexing process and who performs it?**

Crawling is the discovery of pages and links that lead to more pages. Indexing is storing, analyzing, and organizing the content and connections between pages. There are parts of indexing that help inform how a search engine crawls.

1. **Difference between Organic and Inorganic results.**

**Organic result: -**

Organic search, also known as natural search, refers to unpaid search results. In contrast to paid search results (pay-per-click advertising), which are populated via an auction system, organic search results are based on relevance to the user’s search query, links and domain authority and other organic ranking factors.

**Inorganic result: -**

Inorganic results aka Paid results are paid ads that people run to get visibility & be on top of Search Engine. This is the difference between an Organic Result & Inorganic Result.

This is the fastest way to get on top of SERPs & increase traffic & conversion.

This method is also known as Search Engine Marketing (SEM). Marketers spend a lot of money to boost their web page for some specific keywords.