

Assignment - 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?

Ans.

→ Traditional Marketing:

- TV, Radio (Broadcasting Channels)
- Advertisement, Posters, Newspaper, Magazines
- Different Sign Boards

→ Digital Marketing Channels

- Social Media
- Websites
- Content marketing
- Affiliate marketing
- Email marketing
- Pay per click marketing
- Search engine marketing

→ The main difference between traditional marketing and digital marketing is the medium through which an audience encounters a marketing message.

→ While traditional marketing uses traditional media like Broadcasting channels, newspapers etc. And digital marketing uses digital media such as social media, website etc.

→ It doesn't mean traditional marketing is old fashioned but still plays important role in our day to day life with ever growing need. Impactful TV commercial still draws our attention and create a good impression in our mind. We emotionally attach with their brand.

→ Same goes to Digital marketing, in this new era it is really booming market. Digital world has hijacked our mind. Using internet for several hours each day is a normal part of most people's day to day life. Digital marketing just uses this to its advantages by cleverly weaving in marketing communication into every digital channel.

→ In order to reach a broader and young audience, digital marketing suits more for **TOPS** to promote any activities. It is totally cost effective as compare to traditional marketing.

→ If you want to **target specific students** you can surely do it in a good way with using specific tools on social media. In **short time** period you will get perfect result as compare to traditional marketing.

→ **It is easy to measure campaigns.** On the flipside to traditional marketing, the specifics of digital marketing tracking is exceptionally in depth. This makes your learnings extremely clear for your next round of marketing efforts.

→ Digital marketing has **high ROI** (Return of Investment) compared to traditional marketing. More customer engagement and conversion, the better the profits businesses can book. Business expands domestically and at times goes international as well.

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2. What are the Marketing activities and their uses?

Ans. Marketing activities are strategies that help a company develop and promote its products or services to customers. Collectively, these strategies can help a business create and market products or services that have value for consumers. Companies use marketing activities to identify their target audiences and develop or improve their offerings to meet the needs of those consumers. These strategies can help a company achieve its revenue goals, improve its brand awareness and increase its customer base.

1. **Content marketing:** This marketing strategy includes coordinated content creation that provides potential customers with relevant text, video, and audio content. Examples of pieces of content used for this type of marketing include advertising memes, entertaining videos, podcasts, and blog entries. You can promote this content on your landing page or other marketing channels like your newsletter or social media.
2. **Digital ad marketing:** This category covers many marketing tactics. Digital ad marketing includes web ads, podcast ads, email marketing, and webinars. Unlike content marketing, digital marketing focuses on actual ads rather than website content that may or may not contain information about your business.
3. **Market research:** By gathering information about the behavior of potential and existing customers and analyzing and interpreting that information, businesses can make informed decisions about the development of a new product or service. Implementing marketing research can also help companies improve their customer experience by better understanding the needs and demographics of their customer base. You can use market research to find new customers, identify your ideal customer or target market, or research market trends.
4. **Search engine optimization (SEO):** This tactic focuses on attracting targeted traffic to a website through organic or nonpaid rankings on a search engine results page (SERP). Unlike paid results such as pay-per-click advertisements, search engine optimization involves the creation of organic content that answers user queries and features relevant keywords.
5. **Social media marketing:** This digital marketing method engages new customers on social media platforms. Social media marketing campaigns include video ads, in-feed static ads, or paid partnerships with influencers.

3. What is Traffic?

Ans. 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.

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

Ans.

1. Choose a domain name that is **easy to type**: Choosing a domain name that's easy to type is critical to online success. If you use slang (u instead of you) or words with multiple spellings (express vs. xpress), it might be harder for customers to find your site.
2. **Keep it short**: If we keep our domain name short then it will be easy to type for customers.
3. **Use Keywords**: Try using keywords that describe your business and the services you offer.
4. **Target your area**: Find a geographic domain extension that suits your business.
5. **Avoid Numbers and Hyphens**: Numbers and hyphens are often misunderstood — people who hear your website address don't know if you're using a numeral (5) or it's spelled out (five) or they misplace or forget the dash. If you need these in your domain, register the different variations to be safe.
6. **Be Memorable**: There are so many domain registered, so choosing right domain that's catchy and memorable is essential.
7. **Research it**: When you choose a domain name, make sure the name you've selected isn't trademarked, copyrighted or being used by another company. It could result in a legal mess that could cost you a fortune, as well as your domain
8. Choose a **domain name extension** that fits: Extensions are suffixes, such as .com or .net, at the end of web addresses. These can have specific uses, so make sure to choose one that works for your business. A bevy of new generic top-level domains — like .co, .in, .xyz and .ae or .me domains — offer a great opportunity to register short and highly relevant names. And here are some other top extensions and how they're often used:

.Co: an abbreviation for company, commerce, and community.

.info: informational sites.

.net: technical, Internet infrastructure sites.

.org: non-commercial organizations and non-profits.

.biz: business or commercial use, like e-commerce sites.

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

Ans. Landing Page: A landing page is a standalone web page created to drive a specific audience to take a specific action.

Home Page: A homepage is the hub for a brand's website, introducing who they are and what they sell with a plethora of calls to action.

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- Difference between Landing page and Home page

	Landing page	Homepage
Navigation Bar	No	Yes
Traffic Source	Paid+ Ad campaigns	Any other sources
Location	Separate from website	Front page of website
Goal	Prompt single conversation	Prompt website browsing

6. List out call to action we use, on an e-commerce websites.

Ans.

1. Buy now
2. Complete my purchase
3. Grab it today
4. Sale Now
5. Try out today
6. Great Deal
7. Deal of the Day
8. Best Offer
9. Add to cart
10. Offer Ends

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

Ans. A keyword is a term used in digital marketing to describe a word or a group of words an Internet user uses to perform a search in a search engine or search bar.

Keyword Add-ons are words that you add to the basic keyword to make it simpler for you to rank. Example of how add-ons work. if I am selling IPL (Indian Premier League) Cricket Memorabilia and want to rank for it. It will be difficult for me to rank for IPL Jerseys but slightly easier to rank for IPL 2015 jerseys or IPL Pune Jerseys or Cheap IPL jerseys. As you can see from the example by adding a few relevant add-ons I might make my target keywords easier to rank for. There are a lot of keyword tools that are available that can help you find add ons to your keywords. Some are paid and some are free you can select whatever you are comfortable with. Ubersuggest.com is a favourite and common among a lot of professionals it gives you results based on Google Autocomplete

Keyword Add-ons:

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

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

Ans. Crawling: In the SEO world, Crawling means “following your links”. Crawling is the process through which indexing is done. Google crawls through the web pages and index the pages.

A **web crawler** is a software program that follows all the links on a page, leading to new pages, and continues that process until it has no more new links or pages to crawl.

Web crawlers are known by different names: robots, spiders, search engine bots, or just “bots” for short. They are called robots because they have an assigned job to do, travel from link to link, and capture each page’s information.

Unfortunately, If you envisioned an actual robot with metal plates and arms, that’s not what these robots look like. Google’s web crawler is named Googlebot.

Crawling the Internet is a continual process for a search engine. It never really stops. It’s important for search engines to find new pages published or updates to old pages. They don’t want to waste time and resources on pages that are not good candidates for a search result.

Google prioritizes crawling pages that are:

- Popular (linked to often)
- High quality
- Frequently updated

Websites that publish new, quality content get higher priority.

Indexing: Indexing is the process of “adding webpages into Google search”. The bot renders the code on the page in the same way a browser does. It catalogues all the content, links, and metadata on the page.

Indexing requires a massive amount of computer resources, and it’s not just data storage. It takes an enormous amount of computing resources to render millions of web pages. You may have noticed this if you open too many browser tabs!

9. Difference between Organic and Inorganic result

Ans.

Organic marketing is traffic and brand creation sites and blogs, outbound email and newsletter marketing as the name suggests any activities performed that will result in increasing traffic and inquiries naturally using our own website, blogs, videos and newsletters, link building, keyword research. Also known as natural SEO, organic seo describes the processes involved in obtaining natural placement result on organic search engine result pages (SERPs).

Inorganic marketing comprises of all the activities that you will do to generate traffic using paid tools like Google AdWords, Facebook ads. The newest component is called social media.

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Organic SEO	Inorganic SEO
It's not expensive	It's very expensive
Its focus on long term result	Its focus on short term result
Organic SEO cannot effect financially	Inorganic SEO can affect financially
Organic SEO require less degree of management	Inorganic SEO require high degree of management
It's also called white hat search technique	It's called black hat search technique

10. Perform Keyword Research for www.designer2developer.com

Key words:

- Enterprise solution Development Company
- Custom Solutions Development
- Bespoke Software Development
- Mobile App Development Company
- iPhone app Development Company
- Android app Development Company
- Web Development Company
- Web design Development Company
- CRM Development Company
- ERP Development Company

11. Website

- <https://jesikamakadia9099.wixsite.com/gayatrioilandfood>
- <https://yogaayurvedas.weebly.com/>