

## **Module – 2**

**(Q.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. 1-**

### **Traditional marketing platform**

1. News paper
2. Hoarding
3. Television
4. Pamphlet distribution
5. Radio
6. Event Marketing.

### **Digital Marketing Platform**

1. SEO
2. Social Media Marketing
3. AD Management on PPC and Goggle
4. Influencer Marketing
5. Affiliated Marketing
6. Content Marketing
7. Website Building
8. Email Marketing

TOPS technologies is a IT related training institute. So I thing better marketing activity for TOPS are Social Media Marketing and SEO. Because there we can find more no of students they are interested for these type of courses.

**(Q. 2) What are the Marketing activities and their uses?**

**Ans. 2**

### **1. Market Research**

- Understanding customer needs, preferences, and behaviors
- Analyzing competitors and industry trends
- Conducting surveys, focus groups, and data analysis

### **2. Advertising**

- Paid promotions via TV, radio, print, online, and social media
- Display ads, pay-per-click (PPC), sponsored content, and influencer partnerships

### **3. Content Marketing**

- Creating valuable content to attract and engage a target audience
- Blog posts, videos, infographics, eBooks, podcasts, etc.

#### **4. Social Media Marketing**

- Promoting products or brand on platforms like Instagram, Facebook, LinkedIn, TikTok, and Twitter
- Posting updates, running ads, and engaging with followers

#### **5. Email Marketing**

- Sending newsletters, promotional offers, and personalized messages to a mailing list
- Helps with customer retention and nurturing leads

#### **6. Search Engine Optimization (SEO)**

- Optimizing content and website to rank higher in search engine results
- Focuses on keywords, backlinks, page speed, and user experience

#### **7. Public Relations (PR)**

- Managing brand image and reputation
- Press releases, media coverage, events, and crisis communication

#### **8. Sales Promotions**

- Short-term incentives to boost sales (discounts, coupons, contests, free trials)

#### **9. Event Marketing**

- Hosting or sponsoring events like trade shows, webinars, product launches, or conferences

**(Q. 3) What is Traffic?**

**Ans. 3**

Traffic means flow of data and visitors to a website, app, or online platform. It's basically how many people are visiting a site, where they're coming from, and what they're doing while they're there.

There are 2 types of Traffic

**(1) Organic traffic**

Visitors come from unpaid search engine like google.

**(2) Inorganic traffic**

Visitors come through paid ads Google ads, social media ads, display ads

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

**Ans. 4**

1. Domain name should be short and simple
2. Domain name would be unique name like company's name.
3. Choose right extension
4. Make it brandable.

**(Q. 5) What is the difference between a Landing page and a Home page?**

**Ans. 5**

Home page is the main page or first page of any website.

Landing page is the page where we click any other link and heading at that time which page we can show.

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

**Ans. 6**

- Get free shipping
- Get your free gift
- Buy one get one free
- Apply promo code
- Deals end tonight.

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

**(Q. 8) Please write some of the major Algorithm updates and their effect on Google rankings.**

**(Q. 9) What is the Crawling and Indexing process and who performs it?**

**(Q. 10) Difference between Organic and Inorganic results.**

**(Ans. 10)**

Organic results are the natural listings on a search engine results page (SERP) that appear because they are relevant to the search terms, not because someone paid for them.

Inorganic results are **advertisements** that businesses pay for to appear at the top or bottom of search results or across other web platforms.

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

**(Ans.11)**

<https://thelatestseomanish.blogspot.com/>

**(Q. 12) Create a website for the business using [www.blogger.com](http://www.blogger.com) / Wordpress.com / Google Sites.**