Marketing Website

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Introduction:

A website is a great marketing tool. It represents your business on the internet and it's one of the most important digital marketing channels you can use to get more traffic por make more sales.

Every business that wants to succeed online needs to have a clearly defined website marketing strategy. This is no longer optional but a 'must-have' for businesses who want to survive in the highly competitive online market.

What is website marketing?

website marketing is the process of promoting your website on the internet. It is one of the online marketing channels you can us as part of your overall digital marketing campaign is to get more visit to your website. Proposed:

''Marketing '', for our purpose here means to offer one's product [or service] for sales in the marketplace called the world wide web. marketing on the web has its own rules, procedures and methods.

Make the distinction that you aren't marketing your WEBSITE, you are marketing your PRODUCTS or SERVICES through your website.

Literature review:

* Focusing on marketing
* Editing literature
* Arranging collected literature
* Selecting one formatting style

Methodology

* Create folder containing pictures which need to be added
* Create directory in that folder for login page
* Create CSS
* Put data need to put in login page
* Put background picture
* Put effects color size of each data in CSS
* Create login page

For website

1.Create project directory

2.Create navigation menu in website

3.Make image slider in website

4.Make skills bar in HTML and CSS website

5.Make about section in HTML website

6.Create achievements section in website

7.Create career section in section bar

8.Create Article section in section bar

9.Creater footer of website with icons using HTML and CSS

10.Create effects of scrolling on website

your own marketing website is ready

Results and discussion:

1. A digital presence in the digital age

2.Getting to your audience everywhere

3.Visualising a unique brand

4.Multimedia, multisensory experiences

5.Control and ownership

6.understanding visitors and customers

7.Eco-friendly and money-saving

8.Optimising the efficiency of operations

9.Showcasing your expertise

Conclusion:

We have listed several ways that a website can be beneficial to a marketing brand beyond just having their presence online.

This list is by now exhaustive not least because the digital realm is merely at its infancy and is constantly growing and innovating .however ,it gives a brand the main idea :that going digital presents a plethora of opportunities that only work when they are tied to the corporate, product marketing strategies. Digital media becomes more than a ticking-the-box exercise. they are a powerful all-round set of business tools to achieve goals at the different levels of company's aspirations and expectations for their brand, their product and their existing and future customers.