**DAILY ASSESSMENT FORMAT**

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| **Date:** | **15-06-2020** | **Name:** | **Rachana C Hulikatti** |
| **Course:** | **GREAT LEARNING** | **USN:** | **4AL17EC108** |
| **Topic:** | **DIGITAL MARKETING** | **Semester & Section:** | **6th B** |
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| C:\Users\Hp\Desktop\report\15june1111.PNG  **C:\Users\Hp\Desktop\15JUNE33.PNG**  **What Is Digital Marketing?**  Digital marketing is the use of the Internet, mobile devices, social media, search engines, and other  Channels to reach consumers. Some marketing experts consider digital marketing to be an entirely  New endeavour that requires a new way of approaching customers and new ways of understanding how customers behave compared to traditional marketing. Understanding Digital Marketing Digital marketing targets a specific segment of the customer base and is interactive. Digital marketing is on the rise and includes search result ads, email ads, and promoted tweets – anything.  That incorporates marketing with customer feedback or a two-way interaction between the company and customer. Internet marketing differs from digital marketing. Internet marketing is advertising that is solely on the Internet, whereas digital marketing can take place through mobile devices, on a subway platform, in a video game, or via a smartphone app. In the parlance of digital marketing, advertisers are commonly referred to as sources, while members of the targeted ads are commonly called receivers. Sources A website is the centre piece of all digital marketing activities. Alone, it is a very powerful channel, but it’s also the medium needed to execute a variety of online marketing campaigns. A website should represent a brand, product, and service in a clear and memorable way. It should be fast, mobile-friendly, and easy to use. Frequently target highly specific, well-defined receivers. For example, after extending the late-night hours of many of its locations, McDonald's needed to get the word out. It targeted shift workers and travellers with digital ads because the company knew that these people made up a large segment of its late-night business. McDonald's encouraged them to download a new Restaurant Finder app, targeting them with ads placed at ATMs and gas stations, as well as on websites that it knew its customers frequented at night.  **Website Marketing** :  Pay-Per-Click (PPC) Advertising PPC advertising enables marketers to reach Internet users on a  Number of digital platforms through paid ads. Marketers can set up PPC campaigns on Google, Bing, LinkedIn, Twitter, Pinterest, or Facebook and show their ads to people searching for terms related to the products or services. PPC campaigns can segment users based on their demographic characteristics (such as by age or gender), or even target their particular interests or location. The most popular PPC platforms are Google Ads and Facebook Ads.  **Email Marketing**:  Email marketing is still one of the most effective digital marketing channels. Many people confuse email marketing with spam email messages, but that’s not what email marketing is all about. Email marketing is the medium to get in touch with your potential customers or the people interested in your brand. Many digital marketers use all other digital marketing channels to add leads to their email lists and then, through email marketing, they create customer acquisition funnels to turn those leads into customers.  **Digital Marketing Challenges**:  Digital marketing poses special challenges for its purveyors. Digital channels are proliferating  rapidly, and digital marketers have to keep up with how these channels work, how they're used by receivers, and how to use these channels to effectively market their products or services. In addition, it's becoming more difficult to capture receivers' attention, because receivers are increasingly in undated with competing ads. |
| |  |  |  | | --- | --- | --- | | **Date: 15-05-20** |  | **Name: Rachana C Hulikatti** | | **Course: UDEMY** |  | **USN:4AL17EC108** | | **Topic: MySQL** |  | **Semester & Section:6th B** | |
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| Image of sessionsC:\Users\Hp\Desktop\report\12june222.PNG  C:\Users\Hp\Desktop\report\12june3333.PNG  **CMS Module**:  Module" is one of those words that can have many different meanings. In content management system (CMS), a module is a collection of code files that adds one or more features to your web site. You always install the core code for your CMS first. Then, if you want, you add features by installing these extra modules. Ideally, every CMS would use the word module to mean roughly the same thing.  Unfortunately, this critical word has very different meanings, depending on your CMS.  PHP is a server side scripting language. That is used to develop Static websites or Dynamic websites or Web applications. PHP stands for Hypertext Pre-processor, that earlier stood for Personal Home  Pages. PHP scripts can only be interpreted on a server that has PHP installed. The client computers  Accessing the PHP scripts require a web browser only. A PHP file contains PHP tags and ends with the Extension ".php”. Interpreted on the server while JavaScript is an example of a client side script that is interpreted by the client browser. Both PHP and JavaScript can be embedded into HTML  Pages. Programming Language Vs Scripting Language Programming language Scripting language Has  All the features needed to develop complete applications. Mostly used for routine tasks The code has to be compiled before it can be executed The code is usually executed without compiling Does not need to be embedded into other languages Is usually embedded into other software environments. What does PHP stand for? PHP means - Personal Home Page, but it now stands for the recursive backronym PHP: Hypertext Pre-processor. PHP code may be embedded into HTML code, or it can be used in combination with various web template systems, web content management system and web frameworks. Php Syntax A PHP file can also contain tags such as HTML and client side scripts such as JavaScript. | |
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