Digital Marketing Assignment –

Module 1

Basic:

1. **Explain URL and its Components.**

   A URL is a type of uniform resource identifier and is address of a resource on the World Wide Web and the protocol used to access it. It is used to indicate the location of a web resource to access the web pages.

   The URL sends users to a specific resource online such as video, webpage, or other resources. When you search any query on Google, it will display the multiple URLs of the resource that are all related to your search query. The displayed URLs are the hyperlink to access the webpages.

   A URL (Uniform Resource Locator) contains the information, which is as follows:
   - The port number on the server, which is optional.
   - It contains a protocol that is used to access the resource.
   - The location of the server
   - A fragment identifier
   - In the directory structure of the server, it contains the location of the resource.

Parts of a URL

Scheme · Second-level domain · Subdirectory

https://blog.hubspot.com/marketing/

Subdomain · Top-level domain

HTTP: Hyper Text Transfer Protocol

WWW: World Wide Web (sub-domain)

Domain Name: A unique name that identifies a website on internet.

TLD: Top Level Domain is basically a domain extension. For example: .com, .edu, .in, etc.
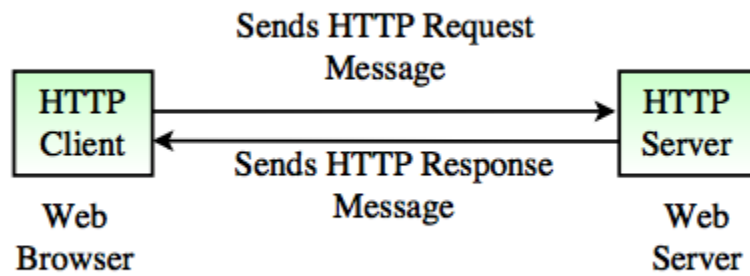
Fig. HTTP Protocol

2. What is HTTPS/SSL Update?

   HTTPS is the secured version of HTTP. It is used for secure communication on World Wide Web.

   SSL Update: SSL stands **for Secure Sockets Layer** and, in short, it's the standard technology for keeping an internet connection secure and safeguarding any sensitive data that is being sent between two systems, preventing criminals from reading and modifying any information transferred, including potential personal details.

3. Visit the https://www.jiomart.com/ and understand the Business and list out the services.

   https://www.jiomart.com/ is the online grocery store. It provides groceries and other essentials to the customer.

   It is revolutionizing the Indian Retail Industry.

   From https://www.jiomart.com/, the client can buy following things –

   - Daily Needs Supermarket Store online
   - Fresh Fruits and Vegetables
   - Herbs and Seasoning Products
   - Exotic Fruits and vegetables
   - Premium Fruits such as Avocado, Peach, Plum, date, etc.
   - Dairy and Bakery Items – Toast, Khari, Cakes, Muffins, Ghee, Curd, Butter, etc.
   - All types of flours, dals and pulses, rice, dry fruits and nuts, masala and spices products
   - Edible cooking oil
   - Salt, Sugar, and Jaggery
   - Men's wear and accessories
   - Women's wear and accessories
   - Boys and girls wear and their accessories
   - All the products are Organic and Residue certified.
   - They also deliver products in gifts packaging too.

   It provides the services to –

- Create your free account – to access it every time you place the order
- JioMart Wallet
- JioMart Cashback offers
- JioMart Gift Store
- JioMart Gift Cards
- Provides cashback and discounted products on some days of the month
- Delivery of the products purchased with 24-30 hours of business day
- Return, Exchange or Refund policy

Intermediate:

4. Understand the customer requirement for https://www.jiomart.com/ as per the services.

Customer visit this online store to buy the daily needs grocery items.

They can even get other essential products for their daily requirements.

The website also provides user guide as to how to create an account with a step by step procedures.

Also, customer gets some amount of cashback after their each purchase on the online store.

They have the return, exchange and refund policies too, so that customer can use any of the policies when they do not like any product.

One of the other requirements of customer for using this website is their growth and trust in the market amongst other retail service providers.

Advance:

5. Create the Traditional Vs. / Digital Marketing Strategies for https://www.jiomart.com/ with business planning.

Traditional Marketing	Digital Marketing
Posters	Digital Advertisement
Advertisement campaign	Email sent to different customers through the lead generating process
Television advertisements	Post ads of the website on social media
Radio announcements for the new grocery store in town	
Door to door pamphlets provided	