Module-2

Q.-1 Give the name of the Traditional and Digital platform where we can pr omote TOPS Technologies Pvt. Ltd, and suggest which platform will be better for their marketing activity with a reason?

- # What is traditional marketing :-

1. Traditional marketing on the other hand involves traditional channels, like billboards and printed media. Think Don Draper in Mad Men brainstorming TV commercial ideas and copy for Coca-Cola.
2. Up until the development of the internet in the 1990's, traditional marketing was pretty much the only type of marketing.

❖ Traditional marketing channels include:

- Outdoor (Billboards, bus/taxi wraps, posters etc)

- Broadcasting (TV, Radio etc)

- Print (Magazines, newspapers etc)

- Direct Mail (catalogues etc)

- Telemarketing (Phone, text message)

- Window display and signs

Traditional marketing: Pros
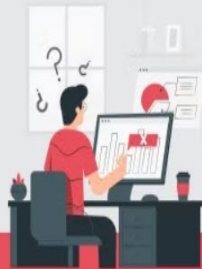
Impactful   Permanent   Memorable

Traditional marketing: Cons

Hard to measure   Expensive   No direct interaction

- ## What is digital marketing :-

1. Put simply, digital marketing is using digital channels such as websites and social media as tools for marketing communication.

2. If you're using social media you will be well versed in the adverts that pop up in your stream—that's digital marketing.

❖ Digital marketing channels include:

- Social media (Facebook, Instagram etc)

- Website

- Content marketing

- Affiliate marketing

- Inbound marketing

- Email marketing

- PPC (pay per click

- SEM (Search engine marketing)

Q.-2 What are the Marketing activities and their uses?

- Market research.
- Select the Customer Segment market.
- Select product and services.
- Build Customer Experience.
- Set Product distribution channels.
- Promotional.

Q.-3 What is Traffic?

- Traffic is **visitors to your website**. They are grouped into different segments, depending on how they found you. Get

your head around the types of traffic that you'll commonly see used in online analytics: Direct traffic URL type-ins, bookmarks, or media links that are not tracked.

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

1. Office space house
2. White house
3. Sweet blooms
4. I love panipuri
5. Dil khush Panipuri
6. Yummy mummy Maggie
7. Parivar.com
8. Kathiyawadi.com
9. Albatross foundation
10. Gloary foundation

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

- A Landing Page is a standalone page, designed for a specific campaign. Landing pages have a call-to-action and there should be nothing to distract your clients from converting.

- A homepage exists as a single page of a larger website. It has lots of information and focuses on introducing your company.

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

DOWNLOAD	CLOUD
UPLOAD	SETTINGS
E-MAIL	INFORMATIONS
CONTACT US	CANCEL
SUPPORT	APPROVE
SEARCH	DELETE
WEBSITE	PROFILE
HOME	DISCUSSION