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MOBILE BROADBAND TECHNOLOGY

AND

DIGITAL MARKETING.

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Introduction

Broadband refers to high band width internet access which is simply the fastest and easiest way to send and download information or data from the internet by means of a cable modem known as Digital Subscriber Line (DSL).

It provides efficient services more than 256 kbps to more than 1 mbps.

In the world today, there are many different which include wireless (WIFI) and wired connections (USBDSL). This internet technology has become the fastest internet technology in the human history. The broadband vary generations from second generation (2G), third generation (3G), fourth generation (4G) and fifth generation (5G). Upon research according to mobile broadcast technology, two third of the planet earth still remains unconnected. In 70 countries over 50% of their population use the mobile broadband technology. This system was first introduced in United Kingdom on March 3 1991 by Pipex. Through the rise of mobile broadband technology a type of market emerged due to hıgh ınternet speed and technological innovation digital market gained more strength, now a days due to good connectıvıty of mobile broadband technology people tend to use most of their tıme online giving advantage to digital market. Digital marketing is an organizational function and the process of managing customer relationships with the process and organization and its beneficiaries to provide pricing, communication and supply to customers.

Mobile broadband technology, devices that provide high-speed wireless internet accessibility that was faster than dial-up connections. It is ranked in generations from second generation (2G), third generation (3G), width generation (4g) and fifth generation (5 g). Broadband includes several high-speed transmission technology such as Digital Subscriber Line (DSL), cable modem, fiber, wireless, satellite, broadband power lines (BPP)

Digital subscriber line,

This is a transmission technology that transfers to telephone lines, transmission speeds and user wardrobe vary depending on the telephone company's convenience.

Cable modem,

Cable operators provide the same cables to Broadband, which provide TV stations in the TV.

Fiber,

This is an optical technology that changes electronic signals, taking data and transmits light through transparent glass fibers. Fiber speedily transfers the data of the current DSS or cable modem, usually by hundreds of ten or MP.

Wireless

Wireless Broadband connects user's location and service provider's convenience or device using a radio link.

Satellite

Satellite broadband is another type of wireless broadband, which is very useful in remote areas. The user must have a satellite dish and summit to get this service,

Broadband on power line

Broadband delivery can be done on the electrical distribution network, on a low and medium voltage power network.

EVOLUTION OF MOBILE BROADBAND

Mobile broadband technology improved through each generations as follows,

**1G (First Generation)**

This was the first generation of mobile phone technology, which was only successful in performing phone calls, it was an important success in the communication industry, from the beginning of the telephony of land lines,

    Telephone transmission lines were replaced by mobile transmission towers in which a high radio frequency had to face a wide range of radio, the first generation was very good, but due to the problems of its users, the larger to prevent users from interrupting Scale is needed and only 1 user is supported for a channel.

**2G (Second Generation)**

Mobile phone broadband second generation mobile added more features such as Simple Mobile Messaging (SMS). In the early stages

➢ TDMA (time division multiple access)

There is a way to access the network that allows different users to share the same frequency channel, this technology is used in digital cellular telephone, where each cellular channel is divided into three times slot. So that data transfer increases.

Advantages

• Can take up to 120 members of the data rate

• Not interrupted transmission at once

• Enable services like fax, voice mail, multimedia and video conferencing

• Battery life is increased for cellular phones using low energy

Damages

• It is limited due to the distinction of multi-dimensions

• The cell can be disconnected due to cell time slots

➢ DMP (Digital Advanced Mobile Phone Service)

This is a better version of AMPS, it uses TDMA to distribute digital channels in three digital channels.

➢ GSM (Global System for Mobile Communication)

This is a digital cellular technology that is used to transmit mobile data and voice services, SMS data shortcuts as well as Data Data Transfer speed up to 9.6 Canada.

¬ CDPD (cellular digital packet data)

This is a wireless data service that was used to access Internet and other packet switch systems in the cellular network.

➢ GPRS (General Packet Radio Service)

There is a pack-based communication service that has data rates up to 114kbps and provides continuous connections to the Internet for users, this is the first technology that enables a cell network to connect to the Internet Protocol (IP) Has been done

➢ Innovation (better data rate for GSM evolution)

It adds GSM, it's almost three times compared to the GPR.

**3G (Third generation)**

The third generation of mobile broadband technology provides more speed and good quality with the following criteria,

➢ CDMA2000 (Code Division Multiple Access)

It is a 3G standard which provides high quality voice and broadband database service. This is the improvement of CDMA technology, which introduces growth such as eliminating service quality, new antenna techniques such as multiple input multiple outputs (MIMO), signaling mechanisms and data throughput rates I am becoming a beam to increase

➢ EV-DO (evolution of evolution data)

This is a CDMA2000 standard improvement, which supports high data rate up to 800 kbps.

* WCDMA (Multiple access to Wide Band Code Division)

This is a wireless communication system of 3G communications that supports traditional voice, text and mms services, it enables network operators to demand, TV video streaming and internet access.

➢ HSPA (access to high speed packets)

This is a 3G communication standard that has a combination of two protocols: access to high speed dial link link (HSDPA) and high-speed Uplink packet access (HSUPA), which means its download and upload speed Builds the original 3G speed for peak data rate. 14 MBps down and 5.8 Mbps.

In 2008, HSPA + was introduced, it's better version 10mbps speed peak.

➢ TD-SCDMA (multiple-time sync code division multiple access)

It is the 3G format for 3G-3 3G mobile telecommunications in the national standard. The certificate combines the collaboration for converted data, such as speech or video, and packet-sized data from both the Internet.

**4G (Fourth Generation)**

In the fourth generation of broadband, maximum generation of video streaming is as fast as possible and with the following criteria,

➢ WiMAX (Global Enterprise for access to Microsoft)

Long range for both mobile and fixed connections is the quality of technology for wireless networking, it is more efficient for WiFi-long range transmission.

➢ LTE (long-term evolution)

This is a mobile network technology that is being deployed on both mobile phones for mobile operators and GSM and CDMA technologies. It can provide quick links to uplink links in links and up to 100Mbps in 50Mbps.

Advantages of the latest mobile broadband technology

• It's more secure

Mobile broadband has four-level encryption on GSM / UMTS / HSPA networks, encryption used is 128 bit which it is being made indispensable.

• High speed connection

The latest generation offers the optimal speed of 100MB, but in reality, according to the fact that the report made by Off-Off in 2015 was an average of 14.7mbps.

• Phone line can be used for calls and data connections as well

The latest technology is successful in making a difference between call and data frequency so eliminates any interference.

• Connection always makes it easy to access the internet

Mobile broadband does not require manual connection between the user and the operator, such as dial-up connection, its connection is automatically and always available.

• Interference between users

Users do not experience any interference due to the CDMA / TDMA quality, CDMA changes the language of the users in which they go to the required receiver, thus eliminating the interference and TDMMM in different times People like having to face a common conversation like sending.

Mobile broadband application

• Personal services

Thus high-speed Internet access multimedia

• Public public services

Thus, Telephysics, E-education, E Governance

• Commercial services

Such as ecommerce, corporate internet, video conferencing

• Video and leisure services

Broadcast TV video calls, interactive gaming, music on demand and so on

Online radio

What is the Digital Marketing?

Advanced unrest has beaten advertisements in this center. It needs to sell and sell goods and services through Google, social privileges and social privileges. This unfortunate farming simulation is reliable with computerized transformation, as Nicholas Negropon has described in his booklet digital.

Street road Most of the large number of unusual populations spend old, so because the market in the third system can prove to be the best in the market, compared to today's buying and sales system. No business, paying a little respect to the area of ​​its time, in this way is incredible with the effect of web disturbance and it needs to re-reinforce its key ideas, implementation plans, and operation methods. The most important changes in the business scenario include the 'Digital buyers' and digital business business world, unprecedented unexpected, incredible, dynamic and corrupt world change, and in the flood of enterprise and development floods and new floods. Has increased Action plan technology changes people. Digital technology is changing the way consumers have products and markets. This is not just our computers that are being re-regulated. It's the customers themselves. Cyber ​​users, as presented

The exhibition defines one, clearly the need for new marketing methods to meet its changing needs.

These cyber users are able to customize things - they buy products and services, with their information, they are willing to pay at the cost. They want to be able to compete with producers who feature Street Bazaar. Users can now set up products based on any desired attribute, price, nutrition value, functionality, and more, or a combination of pricing attributes.

The exhibition describes a clear, obvious need to meet the needs of new marketing methods to meet the needs of changing.

They have been able to customize things to cyber users - they buy products and services with their products, they are ready to pay at the cost. They want to compete with producers who are in the street bazaar. Users can now set up the product based on any set of attributes, prices, nutritional value, functionality, and more, or a combination of pricing attributes.

HISTORY OF DIGITAL MARKETING.

Marketing is an important activity for humanity development and can come back at the beginning when religious, cultural and secular history is being discussed. Therefore, it can be concluded that the right time marketing process is unknown and it may be impossible to find.

Digital marketing process was started in the mid-1980s when the soft ad company (now channel network) started publishing advertisements to Automobiles.

In 1990, after the term, the use of modern digital devices was used to promote advertisements and businesses.

In 2000, a survey in the UK was found that most retailers did not register their domain address.

Digital marketing became more innovative in the 2000s and 2010s, when the ability of devices to grow digital media almost developed at any time. Statistics created in 2012 and 2013 show that digital marketing was still a growing field.

Digital marketing is often referred to as 'online marketing', 'internet marketing' or 'web marketing'. The duration of digital marketing has been popular in popularity especially in some countries. Online Marketing in America is still popular. In Italy, digital marketing is sent as web marketing. In the UK and around the world, however, digital marketing has become the most common term, especially after year 2013.

Digital media development has estimated that at least 4.5 trillion online advertising advertisements spend in the digital media growth of 2010 in 2010. The increasing part of advertising is related to the behavior of online behavior ads (OBA) for internet users' advertising, but the risk of OBA user's privacy and data protection increases.

Importance of Digital Marketing:

No one is denying it, the world is moving ahead of the fast. People are increasingly computerized content, one day - cell phones, workstates, personal computers, work, and then - and those organizations that do not yet understand their exhibit method to quickly adjust Need

Why Advanced Advanced Progress? Since it is not just the fastest growing force in the current advertising field, it is the last type of exhibition, and it is possible that computerized media will soon provide more traditional structures soon.

Although no-one will uncertain at the end of daily season papers, books, special techniques and conventional television and radio communication based on the age-long papers, through which the growing people with web and cell phones were given correctly The advanced use of the new universe is overcome

The fact is that computerized strategies for compatibility and promotion are fast, more elastic, easy and serious, so it may be obvious that once the innovation has reached, we move quickly to the advanced age. . Luckily offers potentially offers to advertisers as it does for buyers.

Before our Gandhi on the benefits of advanced advertising, today apply instant snapshots of some of the key keys: Web sites and SEO content

Blogs Internet Banner Ads Online Video Content Pay Per Click (PPC) Advertising Email Marketing

Social Media Marketing (Facebook, Twitter, LinkedIn, etc.) Mobile Marketing (SMS, MMM, etc.)

It's away from a complete list, and the new forms of digital marketing, such as increasing reality, are reaching all the time. First of all, digital marketing is far cheaper than traditional offline marketing methods. For example, an email or social media campaign can transfer a marketing message to users for the best part of a TV advertisement or print campaign expense, and may potentially reach a broad audience. But the basic benefits of organizing your marketing digitally is that it is easy to monitor and monitor the results. Instead of making expensive customer research, you can quickly see the customer's reaction rate and measure the success of your marketing campaign in real-time, to plan you more efficiently for the next one. To enable

Perhaps the best thing to add digital elements to your marketing is that digital media formats are eliminating the traditional form of fast information consumption. According to the National Statistics Office, more than 82% adult adults have run online for the first three months of this year: it has over 40 million people. It is lower, the digital age is here, and those businesses that fail to comply with the new marketing environment, later there is a huge risk of closing the budget later.

Caters to the Mobile Consumers :

Without any doubt, with the rapid expansion of smartphones, mobile marketing data is the most contemporary method of displaying today's main public channel today. This smartphone has turned into a major part of our lives that 85 percent of India's increase in dependence depends on the distance to reach their mobile devices.

DIGITAL MARKETING STRATEGIES.

One of the major changes in traditional marketing was "Architectural Marketing" (Petroot Balls, Lydiana, 2015), due to the benefits of marketing strategy to adopt this significant change in traditional marketing ( Pitroot Balls, Loredana, 2015). Due to many or many different reasons of the product, customers are known for the best. In this case, the old seller responds to some confirmation responses to ensure the buyer's attention.

• The seller needs transmission tools, which can include servers, computers, mobile phones, electronics, and a good phone phone.

• Social Medical Channels, Facebook, Twitter, Anestram, Snap Chat, with Google.

• Information graphic (any other source of your email, phone number or community.

• Block posts (security, ensure secure server)

• Your Website (Always Upgrade)

• Your logo (Lucky HD, Dale, Honda,

To summarize, pull digital marketing, customers are actively looking for marketing content while pushing digital marketing is when marketers send messages without a message when it is actively active by recipients.

Online behavior advertisements practice time consuming information about user's online activity, "to deliver ads on a particular device and according to different, related websites, interests and priorities of the advertisements.

2. Collaboration environment: A co-operation environment can be set up between organization, technology service providers, and digital agencies, efforts, resources, reuse and improve communications. In addition, organizations are inviting their customers so that they can better understand them. This source of data is called User Generated Content.

3, Many of this are received by the company's websites, where the organization invites people to invite, which is estimated by other users of this site. The most popular ideas are being evaluated in any form. Using this method of getting data and promoting new products, can help promote relationships with organizations and promote the ideas that are otherwise seen. The UGC is a low cost advertisement because it is directly from users and protect costs for organization organizations spending.

3. Data-based ads: Users create a number of data on each customer who walks on a customer's travel path, and brands use data that their leading audience based on the database Programmatic media can be activated with buying. Consumer data digital channels (such as: when customers visit a website, email an email, or communicate with and contact the brand's mobile app) without exposing the customer's privacy. Can be collected, brands can also collect data from real-world customers' communication. Such as brick and mortar stores and CRM and sales engine databases. . Also known as public-based marketing or accessible media, data-based advertising brands enables them to find their loyal customers in their loyalty and every personal communication in real-time, every customer's moments And are very relevant for actions.

While deciding on a strategy, today an important idea is that digital tools have promoted promotional landscape democracy.

5. Remote Market: Remote Marketing plays an important role in digital marketing. This firmly allows car marketers to publish ads before the targeted class in front of the targeted advertisements or a specified audience in front of the keyword's website, they have either searched for particular products or services. Or visited a website for any purpose.

6, Game ads: Game ads are ads that are within computer or video games. One of the most common examples of advertising in the game is sports billboards in billboards. Sporting ads also appear brand name products such as tablets, cars or clothes that are marked as a gaming status.

The new digital era has enabled brands to target their customers that are likely to be interested in their brand or based on previous browsing interests. Businesses can now use social media to choose age range, location, gender and interests, under which they want to see their targeted posts. In addition, based on the recent search history they can 'follow' on the Internet so that they get advertisements from those brands, products and services, to target business-specific customers who know and feel. Will be more beneficial than their products. The service, which was in limited capabilities to the digital era.

ADVANTAGE OF DIGITAL MARKETING

Greater Opportunities: With Digital Marketing, the organization or company company can find the maximum height of popularity and goals. Digital marketing or online marketing organization offers a wide range of opportunities for increasing your business, market or customer base. Today digital marketing is very important, everyone is connected to the Internet, and this organization can make organizations easy to promote their products. So they have been given a great opportunity to increase popularity

Easy to communicate: It makes it easier for organizations to communicate with potential buyers with digital marketing. Institutions help increase the rate of conversion rate and increase in digital organizations because they can communicate directly to users or customers and to resolve all their complaints. By solving all the questions, this is a good and easy way to promote your product, such as product information, benefits etc., in customers' minds, they can easily buy products.

CHALLENGES FACING DIGITAL MARKET

1 .GENERATING TRAFFIC AND LEADS

According to the Inbound Report of 2017 states, there are major marketing challenges that lead to traffic and leads. We started asking this question as a new option last year and we are happy that we did.

Clearly, the marketers are struggling with creating enough demand for their content. And as years of development and competition, it will only be bad. It is hard to know how to focus on your efforts to publish as many options as possible for publishing and promoting their content with many options.

WHAT CAN YOU DO?

When it comes to producing enough traffic and lead-generation content, the marketers ask themselves two questions; Are you really creating high-quality content that will pay for content? And, do you know the nature of the content that your audience really wants?

For example, the Hub Spot Research found that 43% of the users want to watch more videos from markets in the future, while only 29% more want to see the blog position. To learn more about how people read and communicate with content, check out this hub spot research report.

Once you know that you are creating content that your audience wants, then focus on promoting such a way that your audience will be informed. Previously, people content Being flooded with Users do not have to use search engines to find answers. Instead, the articles fill your news with feeds or boards in mobile pocket via mobile notifications.

No need to say, content promotion playbook is not the same as five years ago. To ensure that your traffic and lead numbers continue to grow, check out this comprehensive guide to promote content.

2) Providing the ROI of Your Marketing Activities

Why It's a Challenge

ROI measurement of your marketing activities (return on investment) has been a high marketing challenge over more than a year. But, every specific marketing campaign in the markets, piece of content, is also an important way to understand the effects.

Apart from this, ROI proves that handles are often handled with the argument to increase the budget. No ROI tracking, no significant ROI. No ROI, not budget

But track tracking of each marketing activity is not always easy, especially if there are no bilateral communication between your marketing activities and sales reports.

What Can You Do?

When it comes to providing ROI, a strong case will be made to devote time and resources to establish links between marketing activities and sales results. This means loop between your marketing and sales efforts using marketing software (hub spot) and CRM solution (like free CRM type of hub spot) and service service agreement (SLA). Close them with them to close. In this way, you can see how many leads and customers are created through your marketing activities.

We have noticed that there is no better set than having SLA and inbound marketing. According to this year's report, incubated organizations with foreign organizations are able to effectively manage their marketing strategy more efficient than 3x effectively in comparison with out-of-the-art marketing and sales organizations.

(Use this ROI calculator that could potentially realize your potential ROI by invested marketing.)

3. SECURING ENOUGH BUGET

There is an issue of global marketing for securing more budget. And often, to get more budget, especially for small organizations that are not successful and not flexible, are easier than marketing.

But the key to saving more money for your team can not be.

What can you do here?

The key to unlocking the budget is being able to prove ROI for your marketing efforts. According to our report, organizations that can calculate ROI are likely to get more budget.

4) Managing Your Website

Why It's a Challenge

In 2017, the fourth biggest challenge for marketers was to organize a website. And more likely, the performance of your website is on your list of preferences. It's an asset that works around the clock to attract visitors, change them, and help remove all your goals.

Problems with web site management include various websites, writing and optimizing content to design beautiful web pages. Here are a few things that can marketers to cope with this challenge.

What Can You Do?

First of all, to see this report how your website is strike against more than 1 million other websites. It also includes a deeper analysis of web-performance and four key elements of design, average load time and mobile friendship and website security for SEO.

If your main challenge with the management of your website is to provide you with the skills and resources available, you are not alone. It is especially true for small companies that do not have all the talent necessary to meet the content, optimization, design, and backback management of the home.

A solution Rent freelance and agency partnership. To find freelance, we recommend:

• Looking for you by posting LinkedIn, Facebook, and other social networks in your personal and professional network.

• Browse freelance writers and designers based on their departments and interest areas. For authors, check Jerry and auxiliary. For designers, check Behance & Elance.

• Browsing in the HubSpot services market, which has been listed as a list of the wide variety of designers of affiliates and agencies which we have considered to be reliable.

Overall, you can easily manage your website by hosting your website on your platform, in which all of your marketing channels like COS Spot COS are integrated.

• Ebook: Mobile Mortter Guide

Then, with internal marketing success also plays a major role in running high budget. Effective strategies produce obvious results, and more than 2x chances of getting high budget for our own marketing teams. But remember, internal marketing is a long game. If you get away from slow start, you should not really get back, you can consider twice

The largest digital marketing group is the Global Digital Marketing Group, which has 1 billion global audience, 12 years of marketing experience, 150 jobs 4000 satisfied customers.