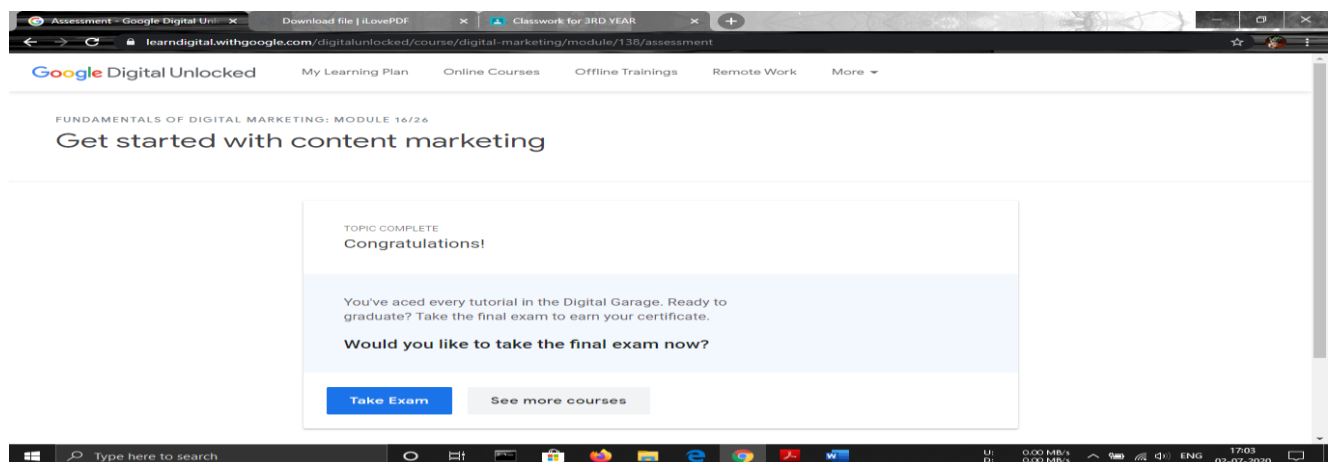
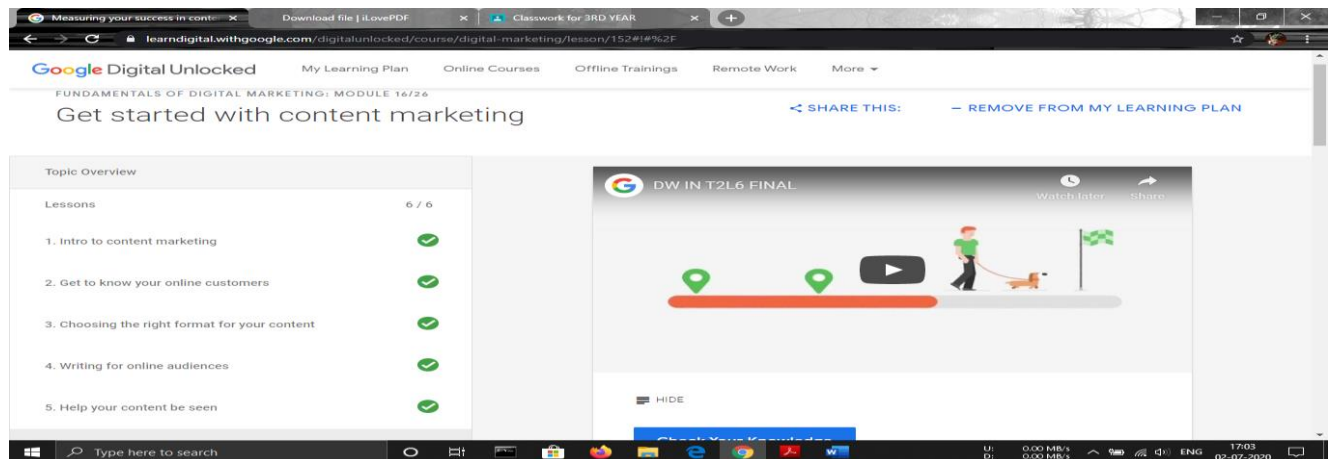


## DAILY ASSESSMENT REPORT

<b>Date:</b>	<b>29/06/2020</b>	<b>Name:</b>	<b>Abhishek M Shastry K</b>
<b>Course:</b>	<b>Google Digital Unlocked: Fundamentals of digital marketing</b>	<b>USN:</b>	<b>4AL17EC002</b>
<b>Topic:</b>	<b>1] Get started with content marketing</b> <ul style="list-style-type: none"> <li>• Intro to content marketing</li> <li>• Get to know your online customers</li> <li>• Choosing the right format for your content</li> <li>• Writing for online audiences</li> <li>• Help your content be seen</li> <li>• Measuring your success in content marketing</li> </ul>	<b>Semester &amp; Section:</b>	<b>6<sup>th</sup> 'A'</b>
<b>Github Repository:</b>	<b>AbhishekShastry-Courses</b>		

### FORENOON SESSION DETAILS

#### Image of session



## Report

### Intro to content marketing

- Content marketing is based on the creation and sharing of online material, like videos, blogs, and social media posts. It's designed to generate interest in a company's products or services by capturing people's attention.
- It can also help to increase sales by directing traffic to your website, boost awareness of your brand and build trust and recognition amongst your audience.
- When starting to write your own content marketing strategy remember the three keys to success:
  - ✓ focus on answering your audience's needs.
  - ✓ create content they'll find valuable.
  - ✓ keep them engaged so that they'll visit you in the future for more content.

### Get to know your online customers

- Segmentation involves dividing your audience into groups of who they are and what they like. Rather than spending time and money targeting a wide range of people, segmentation helps to identify the groups most interested in your product or service. The result is a more cost effective and persuasive way to connect with potential customers.
- By researching your audience and segmenting them into groups, you can then create specific content that excites, entertains and engages them.
- To get insights into what people search for, try free online tools like Answer the Public and Keyword Planner. You also can utilize analytics features on social media platforms like Facebook and Twitter to get a glimpse of audience demographics and behaviors. Experiment with a number of tools and compare results to get a more complete picture of who your audience is, and how they behave online.
- Finally, don't forget to talk to people. It may be easy to forget in this online world, but connecting with people face to face can yield some truly unique insights into who they are and what they need.

### **Choosing the right format for your content**

- Blogs are typically published as a subsection of an existing website, and can include original content or guest-authored content. Writing unique, quality blog posts can help increase publicity and give you interesting content to share across other channels, like social media.
- Infographics are informative and a great way to present knowledge visually. They work well online thanks to their eye-catching format and can help present complex or unusual content in a creative way.
- eBooks are educational, easy-to-read guides focused on a specific topic. This format provides readers with practical content and will help you stand out as an expert in your field.
- Videos can include anything from product demonstrations to tutorials and customer testimonials. They allow brands to create engaging, entertaining, and useful content that can be consumed on the go.
- When assessing which content formats are the right fit for your goals, think about the ones you can easily produce yourself, and consider recruiting assistance for those you can't. Identify the purpose of your content, and then select the formats best suited to that goal. Finally, when designing your content, remember to consider your audience, and address their specific needs in a format that will wow them.

### **Writing for online audiences**

- Make sure that as you're writing, you always keep your target audience in mind, and focus on what you can offer them. Try to read your content through their eyes, and don't be too salesy - you want to engage your audience, not bombard them with too many sales messages.
- Another valuable tip is to incorporate a "call to action", or CTA. CTAs are short statements designed to entice a website visitor to take a specific action, so you should make them as creative and persuasive as possible. It could be 'start now' or 'sign up today'. Tailor your CTA to your strategy, and make sure it helps you achieve your objectives.
- Creating content regularly means it can be tough to stay inspired, so here are a few ways to come up with engaging topics.
- Other tools to help you get an idea of how popular a topic is include Search Console, which can help you see the terms people use to find your website, and Keyword Planner, which shows you how many people search for a specific term.

### **Help your content be seen**

- Earned channels refers to anything that's picked up by a third party, such as another pet care blogger that shares Ryan's content. Earned channels can boost the reach of content and add credibility.
- Here are some tips to get you started on your own content calendar:
  - ✓ make it achievable. Your content calendar should include realistic time frames - if it's not achievable, you'll fall behind schedule and your content won't reach its full potential
  - ✓ highlight key dates. Things like public holidays or relevant events are great for releasing seasonal content
  - ✓ consider multiple channels. Think about how a variety of marketing channels, such as a blog and social media, can work together to promote your content marketing campaigns
  - ✓ remember the audience. Clearly define your audience at each stage of the calendar. If you segment your audience, specify which group you're targeting
  - ✓ explore online tools. There's a variety of free and paid tools available to help you create a calendar, publish content to social media accounts, or collaborate on content with your team.

### **Measuring your success in content marketing**

- To start, identify your goals and objectives, and make sure they're measurable and trackable. For example, perhaps you wish to increase your YouTube channel subscribers by 200 people this quarter, or see a 10% increase in page views on your blog per month.
- Some of the metrics they could track are: - the number of page views the blog receives - the number of transactions made on the site - the number of visitors that come to their website from social media channels.
- Try comparing your metrics to previous results, such as last month's blog posts or the number of online transactions made during the last quarter. Tracking against past results will give you a clearer indication of whether new strategies are truly successful.

Date:	29/06/2020	Name:	Abhishek M Shastry K
Course:	Satellite Photogrammetry and its Application	USN:	4AL17EC002
Topic:	1] Introducing Photogrammetric Concepts	Semester & Section:	6 <sup>th</sup> 'A'
Github Repository:	AbhishekShastry-Courses		

## AFTERNOON SESSION DETAILS

### Image of session

29 June 2020\_Introducing Photogrammetric Concepts

INDIAN INSTITUTE OF REMOTE SENSING, DEHRADUN

29 June 2020 Introducing Photogrammetric Concepts by Dr. Poonam S. Tiwari

■ Based on processing techniques:

**Analogue System**

- Optical or mechanical instruments were used to reconstruct three-dimensional geometry from overlapping photographs.
- The main product during this phase was topographic maps.

**Digital System**

- Digital photogrammetry is applied to digital images that are stored and processed on a computer.
- Digital photogrammetry is sometimes called softcopy photogrammetry.
- The output products are in digital form, such as digital maps, DEMs, and digital orthophotos saved on computer storage media.

The computer replaces some expensive optical and mechanical components.

- Devices were analog/digital hybrids.
- Main developments- Analytical aerotriangulation, analytical plotters, and orthophoto projectors.
- Outputs - can be topographic maps, but can also be digital products, such as digital maps and DEMs

Presenter: Dr. Poonam S. Tiwari

Question Asked

Juhli Rani  
When the session will start? 4:14 PM

AMAN KAUL  
Hi 4:32 PM

Nitya Nand  
good evening 4:33 PM

AMAN KAUL  
GOOD EVENING 4:39 PM

MANJUNATH DARA  
Good evening 4:39 PM

29 June 2020\_Introducing Photogrammetric Concepts Dr. Poonam S. Tiwari.pdf (SECURED) - Adobe Acrobat Reader DC

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## Parallax

Seen by left eye

Seen by right eye

Apparent shift in the position of object due to shift in the position of observation

- Pencil is more displaced because it is close to observer
- Church is less displaced because it is further away

What your right eye sees

What your left eye sees

Search 'Underline'

Export PDF

Edit PDF

Create PDF

Comment

Combine Files

Organize Pages

Redact

Protect

Create, edit and sign PDF forms & agreements

Start Free Trial

# Report

## Introducing Photogrammetric Concepts

- WHAT IS PHOTOGRAMMETRY? - The science of quantitative analysis of measurements from photographs.
- BRANCHES OF PHOTOGRAMMETRY:
- Based on platform:
  - ✓ Ground Based
  - ✓ UAV/drone based
  - ✓ Aerial Photogrammetry
  - ✓ Satellite Photogrammetry
- Based on processing techniques:
  - ✓ Analogue System
  - ✓ Digital System
  - ✓ Analytical System
- BASIC CONCEPT:
  - ✓ The primary objective of the technique is to derive precise coordinates of a point.
  - ✓ This is done by viewing the area from two different angles, thereby recreating the same conditions as it existed at the time of photography.

