DAILY ASSESSMENT REPORT

Date:	10/07/2020	Name:	Abhishek M Shastry K
Course:	Google Digital Unlocked: Fundamentals of digital marketing	USN:	4AL17EC002
Topic:	1] Expand internationally • Introduction to international marketing and export • Validating your new market • Being understood abroad • Advertise across borders • The support systems you will need • Helping customers abroad buy your products • Delivering to customers across the globe	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

FORENOON SESSION DETAILS
Image of session

Report

Introduction to international marketing and export

- For instance, with digital advertising, look at search traffic, competition and pricing. This will give you a clear view of your potential markets, so you can decide where your products will be well-received.

- You can use search trend reports, geographic data in your web analytics, and marketing insight tools to help determine which markets would be the best place to start expanding your business.

- You might need to translate and localize your website's content. Automated translation services are rarely 100% accurate, so it's probably a good idea to have a native speaker who can help you confirm the content has the right tone.

Validating your new market

- Once you've found some countries that do a lot of searching for your products, use tools like Google's Keyword Planner or Bing's Keyword Research Tool to find out how much competition there is for search ads. This will help you know whether you're entering a market with few competitors, or whether you'll be entering an already crowded space.

- Expanding your business into a new market could be a great way to grow. Before you jump straight in, use online tools to help you understand where there's strong demand for your products. Then, make sure you're not wandering into any legal or regulatory issues by doing some background research first. Once you've done that, you're well on your way to growing your business in a new market.

Being understood abroad

- If you have, you've probably wondered how to take the first step. This is where translated and localized content comes in. In this video, we'll explain the difference between translation and localization and how to do it right.

- Imagine you own a vintage record shop that specializes in rock 'n' roll vinyl and you're ready to sell your products to customers in other markets. You've done your homework, and you

think Italy and France would be great places to sell your products. Start by thinking about the countries you want to market to.

Advertise across borders

- If you're wondering which keywords are commonly searched in your new market, try using a tool like Google's Keyword Planner or Bing's Keyword Research Tool. These tools can tell you which keywords are popular, as well as other useful information. Like how much they might cost, and how many competitors you're likely to face. But what about people who aren't already searching for your products? Remember, when you expand into a new market, people are unlikely to be familiar with your business already.

The support systems you will need

- Don't forget to review all taxes and laws affecting businesses in these markets. Local government agencies can sometimes provide this information and may offer consulting services to help you figure out what you need to know about the market you plan to export to. You want all your customers to be able to reach you, no matter where they are. An easy way to start is to provide customer support via email and contact forms on your website.

Helping customers abroad buy your products

- Different countries have different preferred payment methods, so you'll need to investigate each to include them in your target markets. Online payment services like Paypal and Worldpay may be an easy solution, since they work worldwide. Remember that some customers may not have access to credit cards so will prefer to use those services, or even their debit cards.

Delivering to customers across the globe

- Be sure to explore all your options. Reliable shipping partners can truly drive your success when orders are shipped accurately and received in a timely manner. Even when a customer has successfully received his order, your job isn't finished. This post-sales period can be a crucial time for your business as you try to cultivate this one-time customer into a loyal, repeat buyer.

CERTIFICATE - Google Digital Unlocked: Fundamentals of digital marketing

Google Digital Unlocked

Abhishek M Shastry K

is hereby awarded this certificate of achievement for the successful
completion of **The Fundamentals of Digital Marketing** certification exam
on **21/06/2020**

President – Google EMEA

The Open University

CEO – IAB Europe

Certificate ID : PZA 4PX Q32

Verify the authenticity of this certificate at : HTTPS://LEARNDIGITAL.WITHGOOGLE.COM/DIGITALUNLOCKE

Date:	10/07/2020	Name:	Abhishek M Shastry K
Course:	Introduction to Internet of Things	USN:	4AL17EC002
Topic:	1] Everything is Connected 2] Everything Becomes Programmable 3] Everything Generates Data 4] Everything can be Automated 5] Everything Needs to be Secured 6] Educational and Business Opportunities	Semester & Section:	6th 'A'
Github Repository:	AbhishekShastry-Courses		

AFTERNOON SESSION DETAILS
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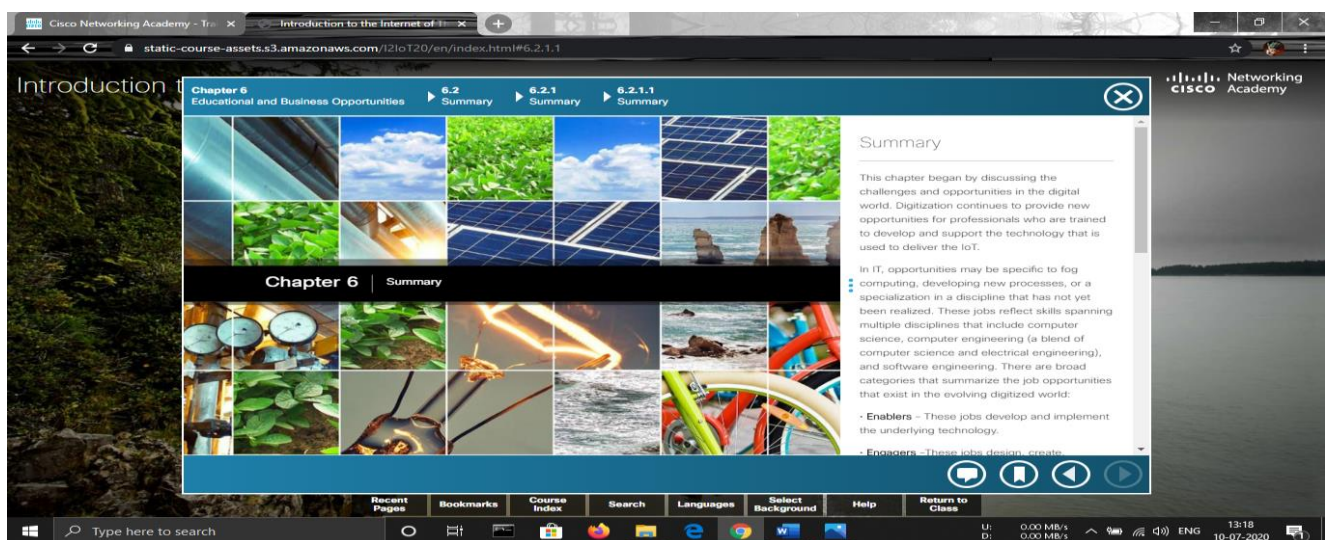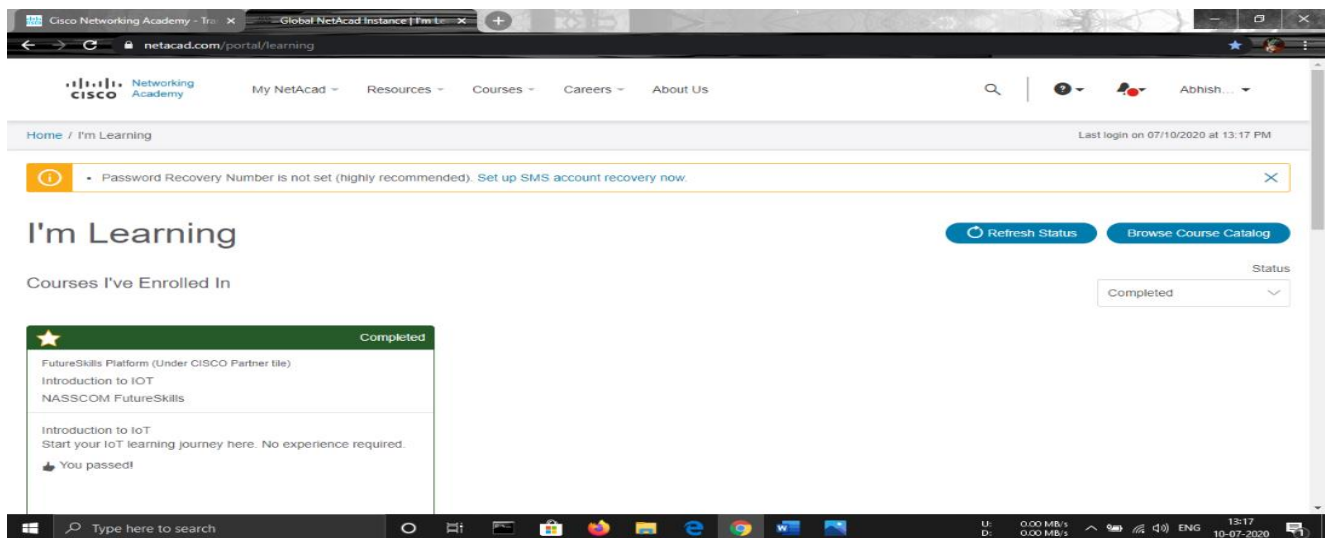
Report

Introduction to Internet of Things

- Cloud is a collection of data centers or groups of connected servers that are used to store and analyze data, provide access to on-line applications, and provide backup services for personal and corporate use.

- Fog computing are servers and computer programs, which are located at the edge of a business or corporate network, that allow the local data to be preprocessed for immediate use.

- Local-area network (LAN) - The term used to describe networks in a small or local geographic area, such as a home, small business, or a department within a large corporation.

- Application software is a software used to accomplish a specific task or collection of tasks.

- Hadoop is an open-source software created to distribute and process big datasets in smaller quantities.

- Data mining - The process of turning raw data into meaningful information by discovering patterns and relationships in large data sets.

- Intent-based networks use AI and ML to control network functions.

- MAC filtering allows only approved devices onto the wireless network.

CERTIFICATE - Introduction to Internet of Things

Corporate Social Responsibility
CISCO
Certificate of Course Completion

Cisco Networking Academy

Introduction to IoT

The student has successfully achieved student level credential for completing Introduction to IoT course administered by the undersigned instructor. The student was able to proficiently:

- Explain how IoT and Digital Transformation are positively impacting businesses and governments.
- Explain the importance of software and data for digital businesses and society.
- Explain the benefits of automation and artificial intelligence for digital transformation.
- Explain the concepts of Intent Based Networking.
- Explain the need for enhanced security in the digitized world.

Abhishek M Shastry K
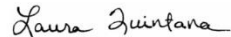Student

NASSCOM FutureSkills
Academy Name

India
Location

7 Jul 2020
Date

Laura Quintana
Laura Quintana
VP & General Manager, Cisco Networking Academy