Daily Assessment format

Date: 15/10/2020   Name: Jyoti S Dewan
course: Great learning   Usn: 4AL17EC037
Topic: Digital marketing
Github : jyoti-courses
repository

-Forenoon session details

Report
Digital marketing
→ Digital marketing is the use of internet, mobile devices, social media, search engines, & others channels to reach consumers.

→ Some marketing experts consider digital marketing to be an entirely new endevor that requires a new way of approaching customers and new ways of understand how consumers behave compared to traditional marketing.

→ understanding digital marketing targets a specific segment of the customer base & is interactive. digital marketing is on the rise & includes search result ads, email ads & promoted tweets - anything that incorporates marketing with customer feedback or a two-way interaction b/w the company & customer.

→ Internet marketing differs from digital marketing. internet marketing is advertising that is solely on the internet, whereas digital marketing can take place through mobile devices. on a subway platform, in a video game, or via smartphone app.

→ In the parlance of digital marketing, advertisers of commonly referred to as sources, while members of targeted ads are commonly called receivers.

Website Marketing

Pay per click (PPC) Advertising enables marketers to reach internet users on a number of digital platforms through paid ads.

Marketers can setup PPC campaigns on google, bing, linkedin, twitter, pinterest, or facebook & show their ads to people searching for terms related to the products or services.

PPC campaigns can segment users based on their demographic characteristics, or even target their particular interests or location. the most popular PPC platforms are google ads & facebook ads

Content Marketing

→ the goal of content marketing is to reach potential customers through the use of content. content is usually published on a website & then promoted through social media, email marketing, SEO, or even PPC campaigns

the tools of content marketing include blogs, ebooks, online courses, infographics, podcasts, & webinars

Email Marketing

→ email marketing is still one of the most effective digital marketing channels. many people confuse email marketing with spam email messages, but that's not what email marketing is all about

→ email marketing is the medium to get in touch with your potential customers or the people interested in your brand

→ many digital marketers use all other digital marketing channels to add leads to their email lists & then, through email marketing, they create customer acquisition funnels to turn those leads into customers

Social media marketing
- the primary goal of a social media marketing campaign
- is to build awareness of establishing social trust
- You can go deeper into social media marketing, you can
- use it to get leads or even as a direct sales channel

Affiliate marketing
→ Affiliate marketing is one of the oldest forms of marketing
  & the internet has brought new life to this old standby
  with affiliate marketing, influencers promote other
  peoples products & get a commission every time a sale is made
  or a lead is introduced
→ Many well-known companies like Amazon have affiliate
  programs that payout millions of dollars per month to
  websites that sell their products
→ video marketing, youtube has become the second most
  popular search engine, a lot of users are turning to youtube
  before they make a buying decision.

digital marketing challenges
→ In addition, it's becoming more difficult to capture
  receiver's attention, because receivers are increasingly
  inundated with competing ads.
→ Digital marketers also find it challenging to analyze
  the vast troves of data they capture & then exploit this
  information in new marketing efforts.

→

Date: 15/06/2020
Course: MYSQL

Topic: Real life PHP
    • About the author

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-Afternoon session details

report:

setting up the skeleton of our class is fairly simple
once we figure out exactly what we need first we need to
make sure that we can do our basic mysql function
in order to do this, we need the following funs!

→ select
→ insert
→ Delete
→ update
→ connect
→ disconnect

    those seem pretty basic, but i'm sure that as we go
through, we'll notice that a lot of them utilize some
similar aspects, so we may have to create more classes.
Here is what your class definition should look like.
notice that i made sure that the methods were created
with the public keyword.

class database
{
    public function connect(){}
    public function disconnect(){}
    public function select(){}
    public function insert(){}
    public function delete(){}
    public function update(){}
}

function connect()

This function will be fairly basic, but creating it will require us to first create a few variables since we want to make sure that they can't accessed from outside our class. We will be setting them as private since these variables will be used to store the host, username, password & database for the connection since they will pretty much remain constant throughout. We don't even need to create modifier or accessor methods for it. After that, we'd just need to create a simple mysqli statement.