

Assignment on Digital Marketing

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Digital Marketing Sch...



Americans go online on a daily basis? Not only that, but 43% go on more than once a day and 26% are online “almost constantly.”

These figures are even higher among mobile internet users. 89% of Americans go online at least daily, and 31% are online almost constantly. As a marketer, it's important to take advantage of the digital world with an online advertising presence, by building a brand, providing a great customer experience that also brings more potential customers and more, with a digital strategy.

A digital marketing strategy allows you to leverage different digital channels—such as social media, pay-per-click, search engine optimization, and email marketing—to connect with existing customers and individuals interested in your products or services. As a result, you can build a brand, provide a great customer experience, bring in potential customers, and more.



What is digital marketing?

Digital marketing, also called online marketing, is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. This includes not only **email**, **social media**, and web-based advertising, but also text and multimedia messages as a marketing channel.

Digital marketing and **inbound marketing** are easily confused, and for good reason. Digital marketing uses many of the same tools as inbound marketing—email and online content, to name a few. Both exist to capture the attention of prospects through the buyer's journey and turn them into customers. But the 2 approaches take different views of the relationship between the tool and the **goal**.

Digital marketing considers how individual tools or digital channels can **convert** prospects. A brand's digital **marketing strategy** may use **multiple platforms** or focus all of its efforts on 1 platform. For example, a company may primarily create content for social media platforms and email marketing campaigns while ignoring other digital marketing avenues.



Why is digital marketing important?

Any type of marketing can help your business thrive. However, digital marketing has become increasingly important because of how accessible digital channels are. In fact, there were 5 billion internet users globally in April 2022 alone.

From social media to text messages, there are many ways to use digital marketing tactics in order to communicate with your target audience. Additionally, digital marketing has minimal upfront costs, making it a cost-effective marketing technique for small businesses.

Types of digital marketing:

There are as many specializations within digital marketing as there are ways of interacting using digital media. Here are a few key examples of **types of digital marketing** tactics.

Content marketing:

As mentioned, the quality of your content is a key component of an optimized page. As a result, SEO is a major factor in **content marketing**, a strategy based on the distribution of relevant and valuable content to a **target audience**.

As in any marketing strategy, the goal of content marketing is to **attract leads** that ultimately convert into customers. But it does so differently than traditional advertising. Instead of enticing prospects with potential value from a product or service, it offers value for free in the form of written material, such as:

- Blog posts
- E-books
- Newsletters
- Video or audio transcripts
- Whitepapers

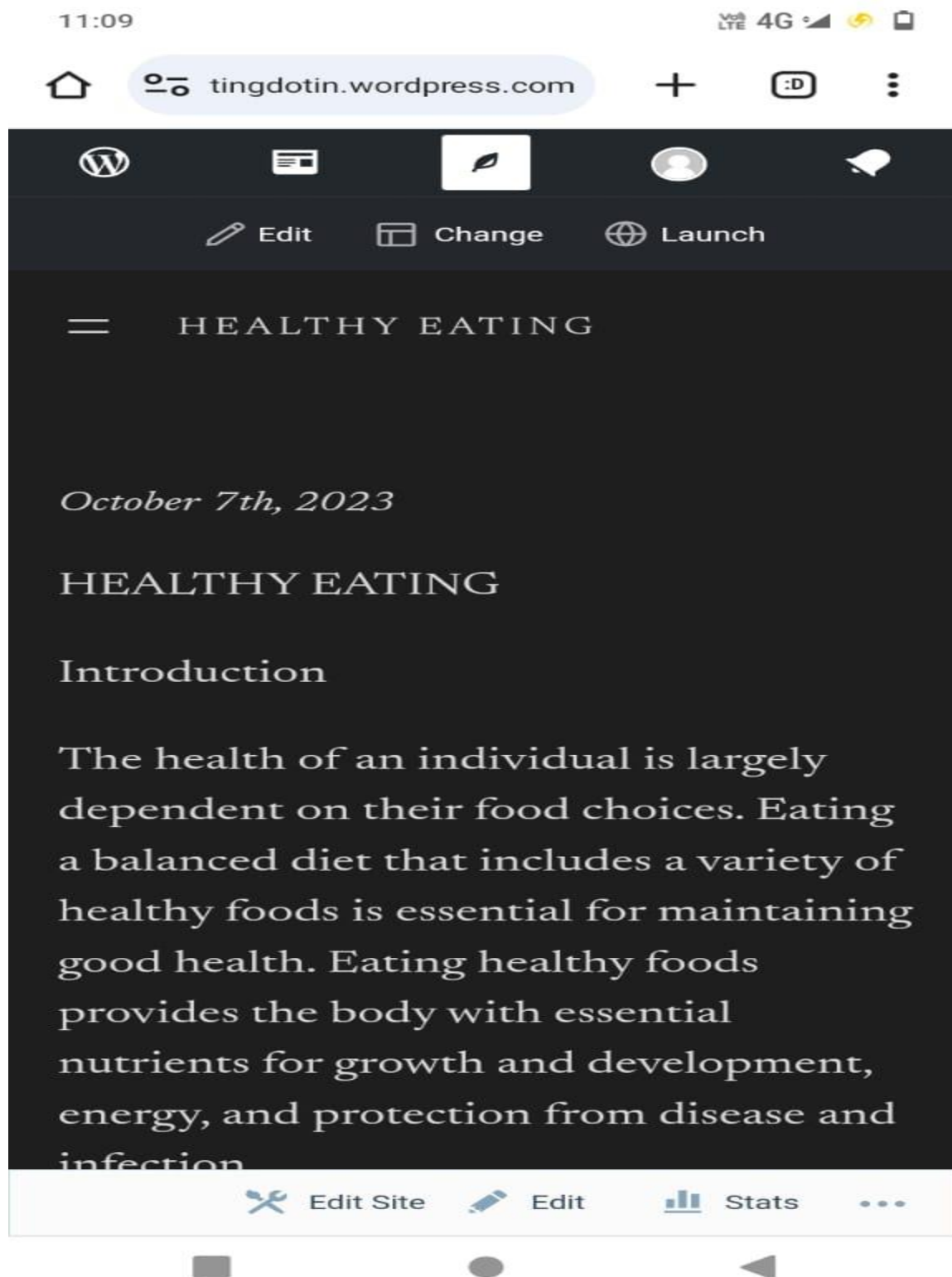
Content marketing matters, and there are plenty of stats to prove it:

- 84% of consumers expect companies to produce entertaining and helpful content experiences
- 62% of companies that have at least 5,000 employees produce content daily
- 92% of marketers believe that their company values content as an important asset

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Definition of Healthy FoodsA healthy diet is one that is composed of foods that are nutritious, provide essential vitamins and minerals, and satisfy hunger. Healthy foods are those that are lower in calories, saturated fat, and alcohol and higher in vitamins, minerals, and fibre. Examples of healthy foods include whole grains, fresh fruits and vegetables, lean proteins, beans, legumes, and low-fat or fat-free dairy products. These foods provide us with the necessary macronutrients and micronutrients that are necessary for growth and development and are low in calories and sodium, helping to reduce the risk of chronic diseases such as obesity and heart disease.

Benefits of Eating Healthy FoodsEating healthy foods provides the body with essential nutrients that it needs to grow and develop, as well as to stay energized throughout the day. Eating a balanced

diet helps to maintain a healthy weight and reduce the risk of chronic health conditions. Additionally, healthy foods are usually higher in dietary fibre, which helps to maintain a healthy gut and promotes regular bowel movements. Eating healthy also helps to regulate blood sugar levels, which can help to reduce the risk of type 2 diabetes. As well, healthy foods help to reduce the risk of cardiovascular disease, stroke, and some types of cancer.

Ways to Incorporate Healthy Foods

One way to incorporate healthy foods into your diet is to make sure that your meals include a variety of different healthy foods. For example, for breakfast you could have oatmeal, fruit, and nuts; for lunch you could have a green salad with grilled chicken; and for dinner you could have fish, brown rice, and steamed vegetables. By having a variety of healthy foods at each meal, you ensure that your body is

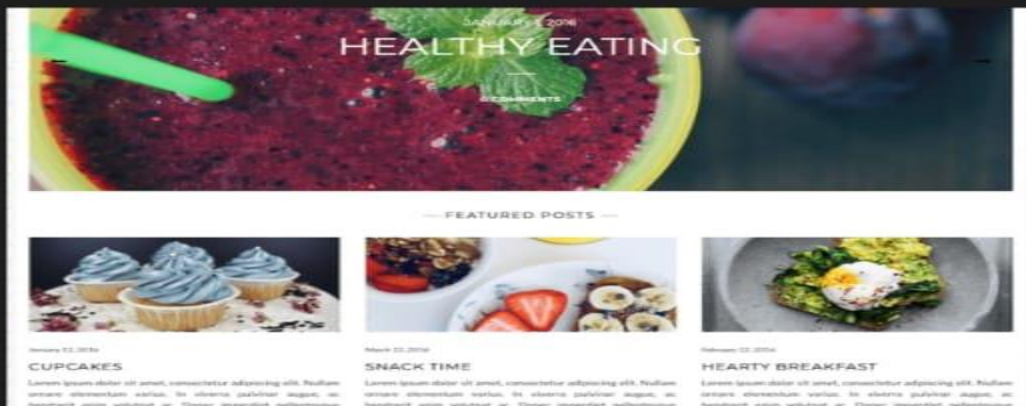
getting the necessary nutrients for growth and development, energy, and protection from disease and infection. Another way to incorporate healthy foods into your diet is to replace unhealthy snacks with healthy alternatives. For example, instead of eating chips or candy, you could snack on nuts, fruits, or vegetables. This not only provides your body with additional nutrients, but also helps to reduce calories and saturated fat intake. Additionally, snacking on healthy foods helps to satisfy hunger and prevents overeating at meal times.

Conclusion Overall, eating healthy foods is essential for maintaining good health and reducing the risk of chronic diseases. A nutritious diet should include a variety of different healthy foods, such as whole grains, fresh fruits and vegetables, lean proteins, beans, legumes, and low-fat or fat-free dairy products. Replacing unhealthy snacks with healthy

alternatives can also help to provide our bodies with additional nutrients and reduce overall calorie intake. By following these guidelines, we can ensure that we are providing our bodies with the essential nutrients it needs to grow and stay healthy. I hope the above-provided essay on healthy foods will be helpful for everyone to know about the balanced diet very well and help you in living a healthy life.

Maintaining a Healthy Diet Start each day by eating a nutritious breakfast to provide energy and necessary nutrients. Aim for a balance of vegetables, fruits, whole grains, dairy and lean protein. Avoid unhealthy, processed foods and foods with added sugars, salt or fat. Instead, try to stick to whole, unrefined foods and limit sweets, alcohol and caffeine. Lastly, avoid skipping meals and include regular physical activity to maintain a healthy lifestyle.

Nutritional Benefits Eating healthy foods can provide many important nutritional benefits. Whole grains, fruits, vegetables, legumes and low-fat dairy products are full of vitamins, minerals and fiber that the body needs to function properly. They are also low in fat, cholesterol and sodium which can help to reduce potential health risks. Eating a varied diet full of nutrient-rich foods can also provide an energy boost and can help with weight loss or maintenance.



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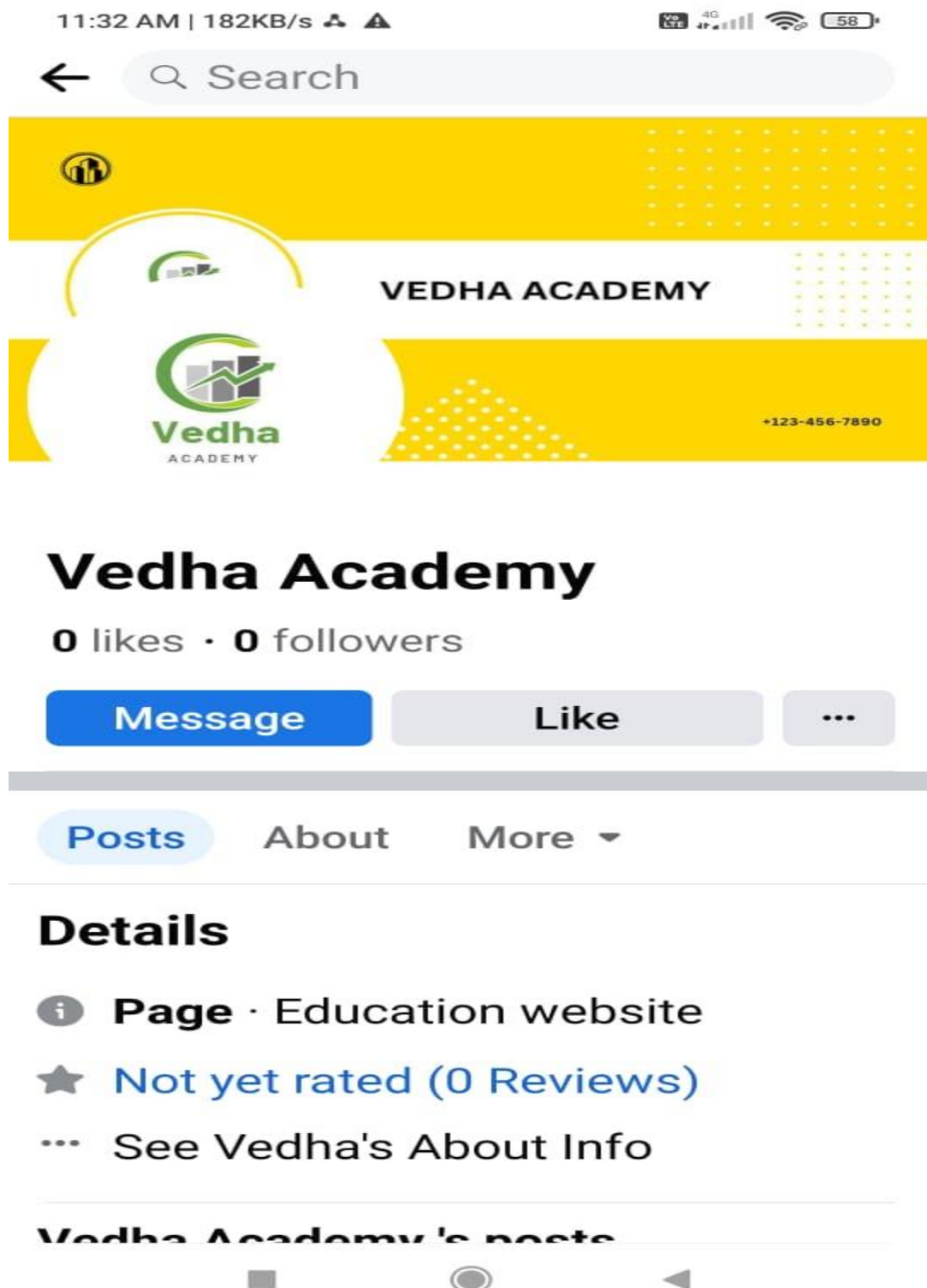


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