

## Assignment on Digital Marketing

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NM ID	225652487511E68AA5645FA1A2817BD3
Team ID	NM2023TMID02713

1. Create a blog or website using Blogspot:



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.

Essentially, if a marketing campaign involves **inbound marketing** versus **digital marketing** digital communication, it's digital marketing.

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.

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On the other hand, inbound marketing is a holistic concept. It considers the goal first, then looks at the available tools to determine which will effectively reach target customers, and then at which stage of the sales funnel that should happen. As an example, say you want to boost website traffic to generate more prospects and leads. You can focus on search engine optimization when developing your content marketing strategy, resulting in more optimized content, including **blogs**, landing pages, and more.

The most important thing to remember about digital marketing and inbound marketing is that as a marketing professional, you don't have to choose between the 2. In fact, they work best together. Inbound marketing provides structure and purpose for effective digital marketing to digital marketing efforts, making sure that each digital marketing channel works toward a goal.

### 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.

The "art and science" part of SEO is what's most important. SEO is a science because it requires you to research and weigh different contributing factors to achieve the highest possible ranking on a search engine results page (SERP).

Today, the most important elements to consider when optimizing a web page for search engines include:

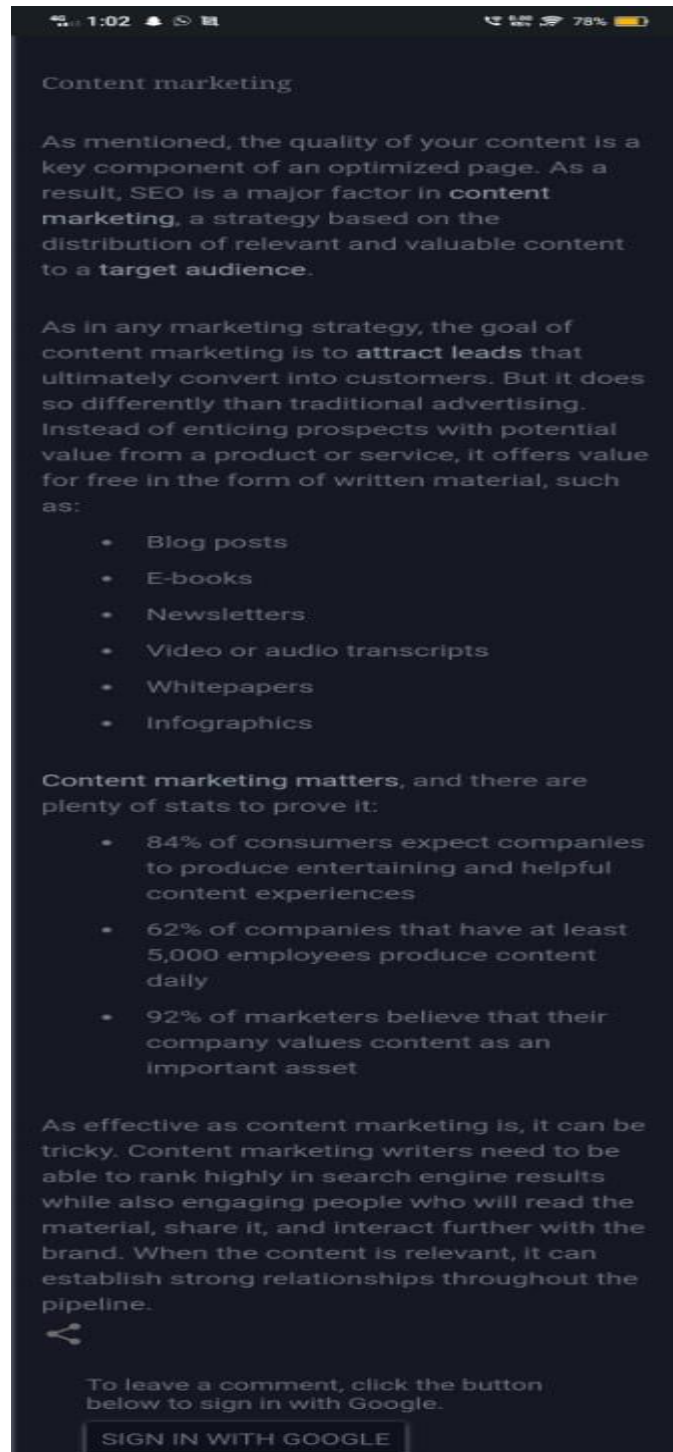
- Quality of content
- Level of user engagement
- Mobile-friendliness
- Number and quality of inbound links

In addition to the elements above, you need to optimize technical SEO, which is all the back-end components of your site. This includes URL structure, loading times, and broken links. Improving your technical SEO can help search engines better navigate and crawl your site.

The strategic use of these factors makes search engine optimization a science, but the unpredictability involved makes it an art.

Ultimately, the goal is to rank on the first page of a search engine's result page. This ensures that those searching for a specific query related to your brand can easily find your products or services. While there are many search engines, digital marketers often focus on Google since it's a global leader in the search engine market.

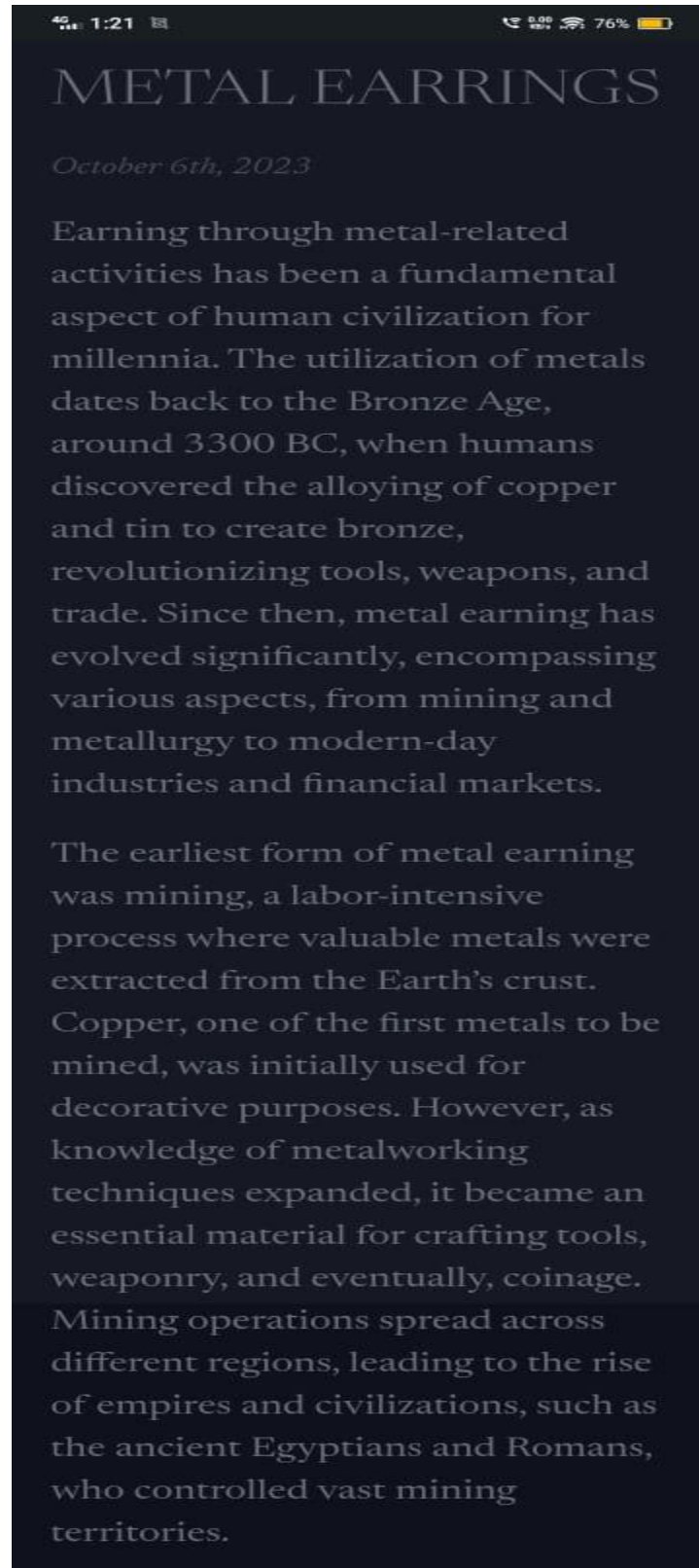
In SEO, there's no quantifiable rubric or consistent rule for ranking highly on search engines. Google and other search engines change their algorithm **almost constantly**, so it's impossible to make exact predictions. What you can do is closely monitor your page's performance and make adjustments to your strategy accordingly.



Link :

<https://digitaacade.blogspot.com/2023/08/digital-marketing-importance.html>

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Metallurgy, the science of processing metals, played a pivotal role in the development of human societies. The discovery of iron smelting around 1200 BC marked a significant advancement, enabling the creation of stronger and more durable tools and weapons. Iron became a cornerstone of numerous civilizations, including the Han Dynasty in China and the Roman Empire, where the famous Roman roads and engineering marvels like the Colosseum were constructed using iron-based materials.

Fast forward to the Industrial Revolution in the 18th century, and metal earning witnessed a transformative shift. Innovations like the steam engine revolutionized mining operations, allowing for deeper and more efficient extraction of metals. The increased availability of coal and steam power also fueled advancements in metallurgy, enabling the production of higher-quality steel. Steel became the backbone of industrialization, driving the construction of railways, bridges, and skyscrapers.

The 20th century saw a proliferation of metal industries, with steel and aluminum becoming essential materials for various applications. The automotive industry, in particular, relied heavily on steel, while aluminum found its place in aerospace and packaging. This era also witnessed the emergence of precious metal markets, with gold, silver, platinum, and palladium being traded as commodities and investments. The concept of earning through metals expanded beyond physical ownership, as investors speculated on price fluctuations in these markets.

The digital age brought further transformations to metal earning. With the rise of technology, the demand for rare earth metals, like lithium and cobalt, surged due to their use in batteries for smartphones, electric vehicles, and renewable energy sources. This led to increased exploration and mining activities in search of these critical resources.

Additionally, cryptocurrencies, such as Bitcoin, introduced the concept of "mining" in a digital context. Instead of extracting physical metals from the Earth, individuals and organizations could earn digital currencies by solving complex mathematical puzzles, contributing to the blockchain network's security. Bitcoin mining, which relies on powerful computers and consumes significant energy, became a lucrative venture for some, sparking debates about its environmental impact.

In recent years, environmental concerns have prompted a shift toward sustainable metal earning practices. Recycling and eco-friendly mining methods have gained prominence as the world seeks to reduce the environmental footprint of metal extraction and production. This transition reflects a growing awareness of the finite nature of Earth's resources and the need for responsible resource management.

In conclusion, metal earning has evolved significantly over ...

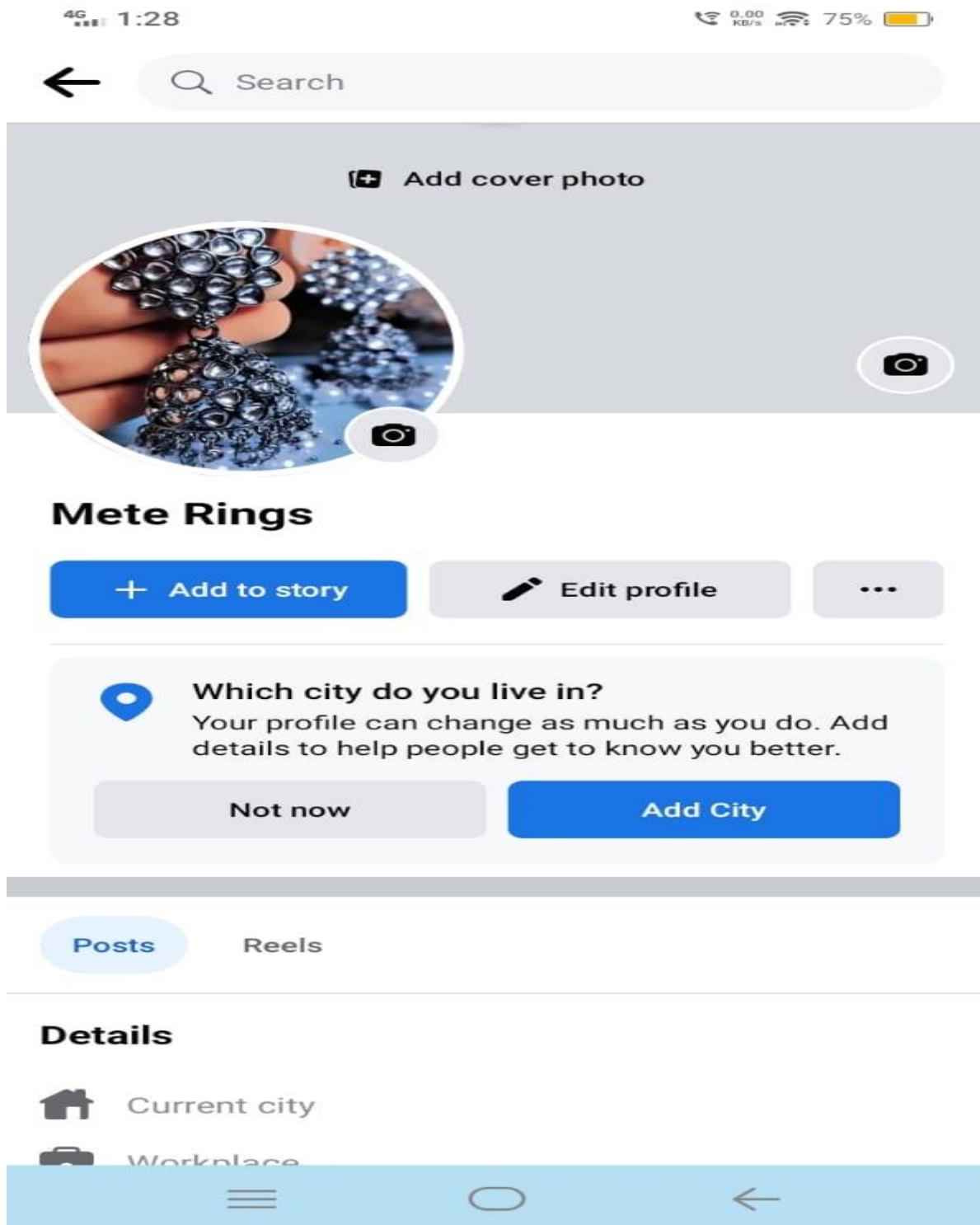


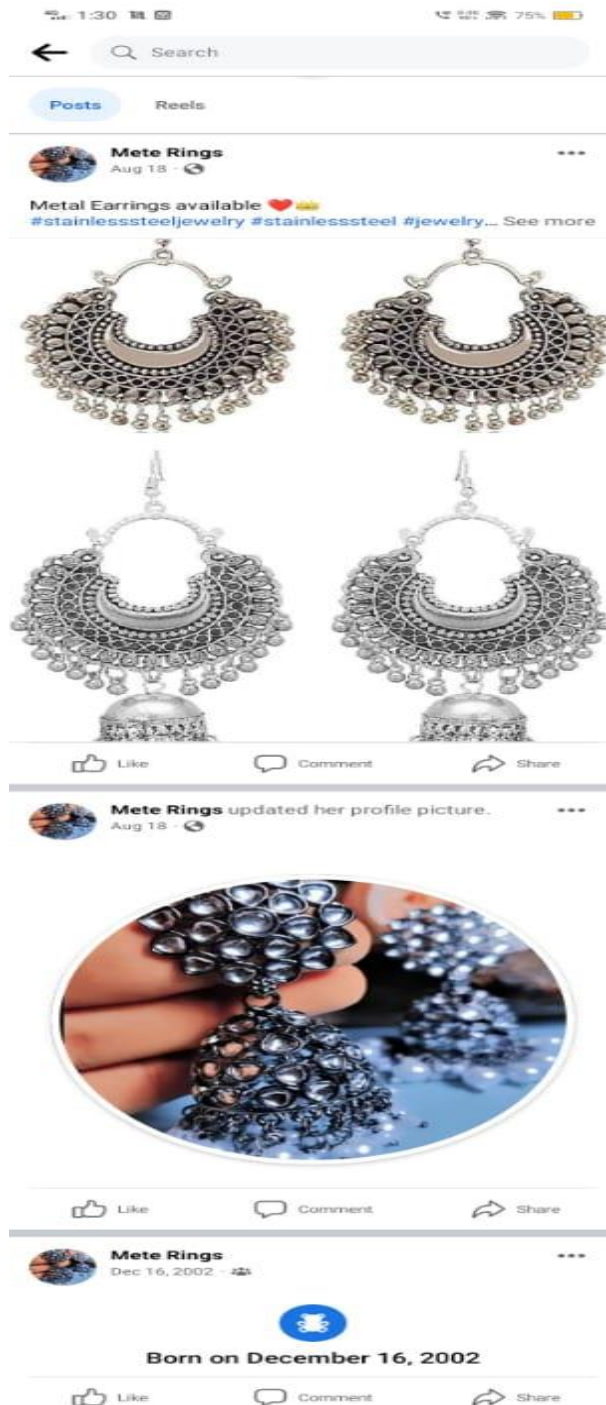
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<https://metalearrings.wordpress.com/2023/10/06/metal-earrings/>



2. Create a New Facebook Business page and post one social media poster for your brand:





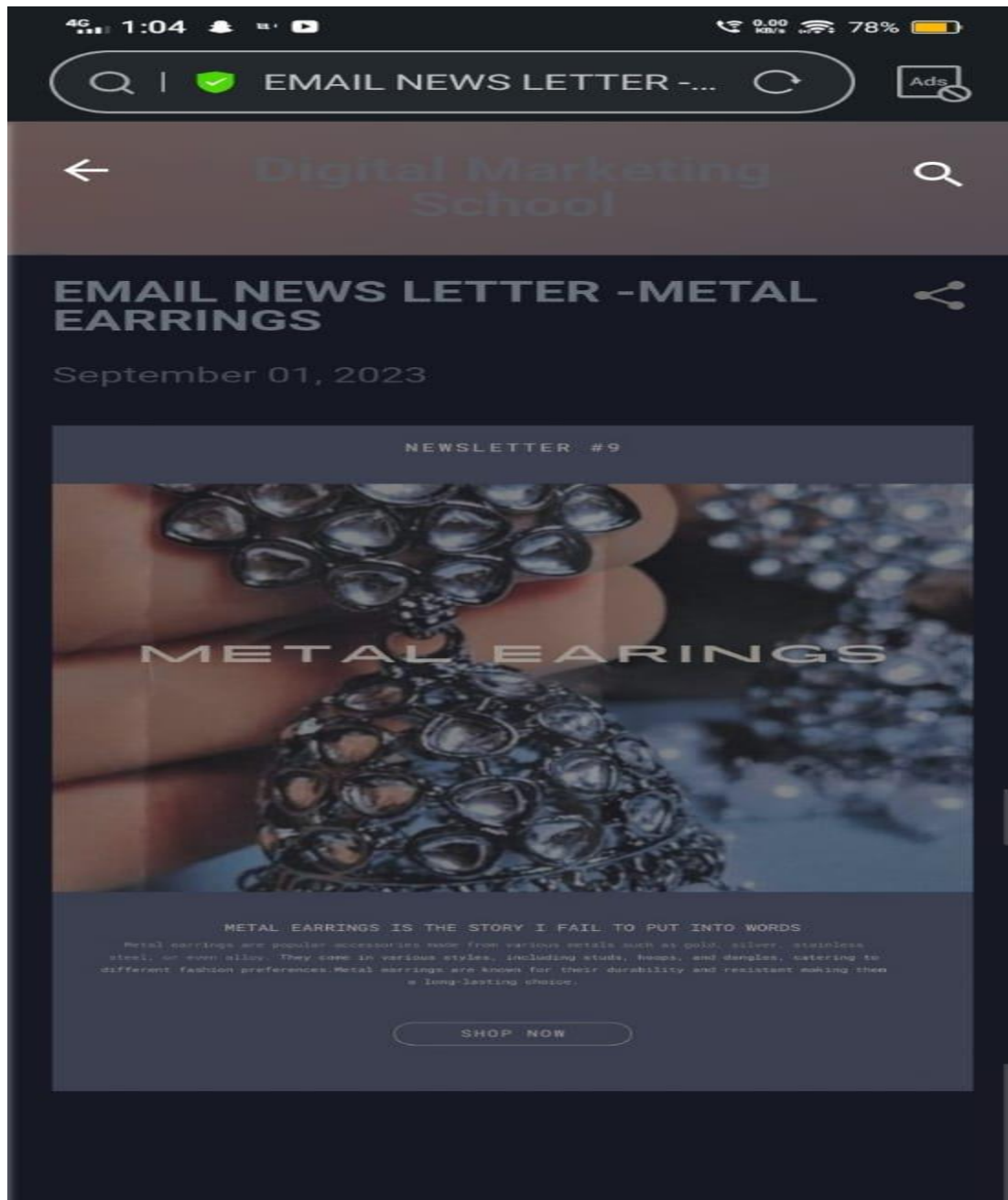
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<https://www.facebook.com/profile.php?id=61550338025632&mibextid=ZbWKwL>

3. Create a Design Social media advertisement poster using canva:



4. Create email newsletter design using Mailchimp or canva tool:



Link:

<https://digitaacade.blogspot.com/2023/09/email-news-letter-metal-earrings.html?m=1>