

**DEPARTMENT OF COMPUTER SCIENCE**

**ASSIGNMENT OF ICT**

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**ROLL NO:0030**

**SECTION: A**

**SUBMITTED TO SIR ASAD RHEMAN**

 Tutor AI LESSON UNDER A MODULE **kptesthosting7@gmail.com**

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| 1.1 Understanding Content   |  | | --- | | **Start Lesson** |   Marketing |

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| * 1. **Understanding Content Marketing**   Introduction  Content marketing has emerged as a key strategy in the digital age,  revolutionizing how business interact with their audiences, This lesson  delves into the essence of content marketing, exploring its definition,  Importance, and role in the contemporary digital landscape understanding  content marketing, learners can appreciate its impact and potential in driving  business growth and customer engagement.  What is Content Marketing?  Content marketing involves creating and distributing valuable, relevant, and  Consistent content to attract and engage a clearly defined audience. Unlike  Traditional marketing, which often interrupts potential customers with  Advertisements, content marketing seeks to provide information and  Insights.  that are genuinely useful to the audience. This approach helps build trust and |
| Establish authority in the industry. Content marketing can take any forms,  The key is to deliver content that address the needs and interests of the target  Audience. By focusing on content that educates, entertains, or inspires.  Can position themselves as thought leaders and trusted sources of  Information. Moreover, content Marketing provides a unique approach  To solving a problem. |

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| 1.2 History and Evolution  Of Content Marketing   |  | | --- | | Start Lesson | |

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| 1.3 Identifying Target  Audience for Content   |  | | --- | | Start Lesson |   Marketing |

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| 1.4 Creating Compelling  Content for Marketing   |  | | --- | | Start Lesson | |

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| 1.5 Content Distribution  Channels   |  | | --- | | Start Lesson | |

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| 1.6 Measuring Content   |  | | --- | | Start Lesson |   Marketing Success |

**Followed These Steps:**

* **First select page size.**
* **Go to the layout. select page size 8.5 width.**
* **Select page column left.**
* **Set table.**
* **Go the insert. click table tab.**
* **Select six rows and two columns.**
* **Expand rows left to right as long you want.**
* **Expand columns upward and downward as long you want**
* **Two columns brought together and merged it.**
* **Left six rows have little space separated vertically.**
* **Right side six rows merged it.**
* **Write a given text on it**
* **Font Tw Cent MT**
* **Set a given background color.**
* **Go to the home tab.**
* **Go to the paragraph tab and click small square to remove all outward boundary.**
* **Set small row in each vertically rows through table tab.**
* **Change color to the small row red.**
* **Top of the table draw a single line.**
* **Go to the home table. click on the right corner arrow, select underline style. And okay.**
* **Go to the insert. click on the shapes.**
* **Select arrows.**
* **Again, go to the layout select page size one.**
* **The document complete.**