Moduel-2

1. Give the name of the Traditional and Digital platform where we can promote TOPS Technologies Pvt. Ltd, and suggest which platform will be better for their marketing activity with

A reason ?

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| Digital Marketing | Traditional |
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| **Digital marketing is any marketing campaign that is done online.** | It has many facets including radio or TV commercials, magazine or newspaper ads, banner ads, posters, direct mail, and phone. |
| It includes promoting your business on various digital spaces including social media platforms, search engines, emails, and other websites. | As well as outdoor advertising such as flyers, brochures, billboards, etc. |
| Brands around the globe use a variety of content to reach and engage their audience through digital marketing. | It is one of the oldest forms of marketing, hence the word “traditional”. |
| Their content strategy includes social media posts, videos, email marketing campaigns, PPC ads, blogs, etcto unlock the key to reaching more people and connecting with them. | Traditional marketing is nothing new as it’s a form of marketing that we have been exposed to at one point or another, especially the older dem  ographic. |
| Any business, regardless of its size, can leverage digital marketing to reach out to its target market. | It is a conventional mode of marketing for businesses looking for ways… |
| Everything from…   * search engine optimization, * Facebook marketing, * search engine marketing, * social media marketing. * email marketing, * affiliate marketing, | to reach out to a semi-targeted audience with various offline advertising and promotional methods. |

So , digital marleting platform is the better because For some brands, especially the well-established ones with a huge offline audience, traditional marketing may be too expensive to ignore.

But for the many small businesses that are trying to make a mark on a tight budget, digital marketing can prove to be a savior.

This is why many new and old businesses are leveraging the power of digital marketing and rethinking the marketing funnel. And tops technology.

1. What are the Marketing activities and their uses?

Marketing activities can also include initiatives to better understand consumers, such as market research. Companies use different marketing activities—such as email campaigns, paid advertisements, or search engine optimization—to reach returning and potential customers. And uses are The 5 P's of marketing – **Product, Price, Promotion, Place, and People** – are a framework that helps guide marketing strategies and keep marketers focused on the right things

1. What is traffic?

Traffic is **a count of the number of visitors to a website or web page**, and the metric can be further defined by its source – for example, paid or organic search engine traffic, campaign traffic (from digital ads, emails, social media), direct traffic (direct visits perhaps following in-store promotions).

1. What to consider when choosing a domain name?

**There are a few steps you can keep in mind when choosing your domain name.**

1. Use a .com extension. ...
2. Keep it short and simple. ...
3. Avoid hyphens, numbers, and doubled letters. ...
4. Stay unique, specific, and on-brand. ...
5. Add keywords. ...
6. Do your research. ...
7. Consider domain extensions. ...
8. Avoid vague or generic options.
9. What is the difference between a Landing page and a Home page?

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| Landing page | Home page |
| A landing page is a page that the customer arrives at after clicking on an ad. It is a great way to drive traffic, improve SEO, and [build brand awareness](https://www.deskera.com/blog/brand-awareness/). You can say, it acts as the next step towards a customer converting into a lead. | A home page is the main page of a website. It is the first page that the customer sees after landing on a website. A good home page design can help to attract customers.  A home page helps to understand what your website offers. Ideally, your website homepage should include a link to all pages along with the company’s phone number, and contact information. |
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1. list out some call-to-actions we use, on an e-commerce website.

* Buy now. A simple, classic CTA that provides a clear action to follow and creates urgency with the word now.
* Complete my purchase. ...
* Treat yourself today. ...
* Grab it today. ...
* Try out today. ...
* Get the look. ...
* Buy now to avoid disappointment. ...
* Buy now and enjoy {add user benefit}