Module-2) Dm - Introduction To Digital Marketing

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?

   ⟶ Traditional Platforms: 1) Print Media 2) Television Advertising 3) Radio Advertising 3)Outdoor Advertising

   ⟶ Digital Platforms: 1) Social Media 2) Search Engine Marketing 3)Content Marketing 4)Email Marketing

- Digital Platforms, particularly Social Media and Search Engine Marketing, would be better for TOPS Technologies Pvt. Ltd.

   Reason = Cost-Effectiveness, User Engagement, Targeted Reach, Adaptability

2. What are the Marketing activities and their uses?

   - ➢ **Content Marketing**
   - ➢ **Use: Create and share valuable content (blogs, videos, infographics) to attract and engage a target audience.**
   - ➢ **Social Media Marketing**
   - ➢ **Promote products/services on platforms like Facebook, LinkedIn, Instagram, and Twitter.**
   - ➢ **Email Marketing**
   - ➢ **Send targeted messages to a subscriber list for promotions, newsletters, and updates.**
   - ➢ **Search Engine Optimization (SEO)**
   - ➢ **Use: Optimize website content to rank higher in search engine results.**

3. What is Traffic?

   Traffic in a marketing context refers to the number of visitors to a website or online platform.

4. Things we should see while choosing a domain name for a company.

   Choosing a domain name for your company is an important decision that can impact your brand identity and online presence

5. What is the difference between a Landing page and a Home page?

Home Page

- **Definition: The main page of a website, typically serving as the starting point for navigation.**
- **Purpose:**
    - **Introduces the brand and provides an overview of what the site offers.**
    - **Often includes links to other important pages (about, services, contact, etc.).**
    - **Aims to engage visitors and encourage them to explore the site further.**
- **Content:**
    - **Usually features a variety of content, including images, text, navigation menus, and sometimes calls to action (CTAs).**
- **Audience:**
    - **Designed for general visitors and potential customers.**

Landing Page

- **Definition: A standalone web page created specifically for a marketing campaign or purpose, usually linked from an ad, email, or social media.**
- **Purpose:**
    - **Focuses on a single objective or goal, often related to lead generation, sales, or conversions (e.g., signing up for a newsletter, downloading a resource).**
    - **Aims to guide visitors towards a specific action, minimizing distractions.**
- **Content:**
    - **Contains targeted content, often with a clear call to action (CTA).**
    - **May feature testimonials, images, or information relevant to the specific offer, but is usually more streamlined than a home page.**
- **Audience:**
    - **Tailored for visitors coming from a specific source (like ads) who are likely already interested in the offer.**

Summary

- **Home Page: Broad overview, navigation hub, serves multiple purposes.**
- **Landing Page: Focused, single-objective, designed for conversion.**

6. **List out some call-to-actions we use, on an e-commerce website.**

1. Shop Now

- **Directs visitors to browse products or collections.**

2. Add to Cart

- **Encourages users to add a selected item to their shopping cart.**

3. Buy Now

- **Prompts immediate purchase, often seen on product pages.**

4. Check Out

- **Leads users to the checkout process after they've added items to their cart.**

5. Sign Up for Discounts

- **Encourages visitors to subscribe to a newsletter in exchange for a discount.**

6. View Collection

- **Directs users to a specific category or collection of products.**

7. Get Free Shipping

- **Highlights shipping promotions to encourage purchase completion.**

8. Browse Best Sellers

- **Guides users to popular or trending products.**

9. Limited Time Offer

- **Creates urgency to drive quick action on sales or promotions.**

10. Join Our Loyalty Program

- **Encourages sign-ups for loyalty or rewards programs.**

11. Discover More

- **Prompts users to explore additional products or categories.**

12. See Related Products

- **Suggests similar items to encourage additional purchases.**

13. Read Reviews

- **Directs users to customer reviews to build trust and influence decisions.**

14. Create an Account

- **Encourages visitors to register for an account for a personalized experience.**

15. Download Our App

- **Promotes the mobile app for a more convenient shopping experience.**

7. **What is the meaning, of keywords and what add-ons we can use with them?**

   Keywords - Keywords are the words and phrases in your web content that make it possible for people to find your site via search engines. Keywords are the first things you should learn about when you start to optimize your website or blog for SEO

   Keyword Add-ons

   Price Quality – Best, TOP, New, Popular

   Time Date – Month or Year or Date

   Intent - Buy Sell

   Location – City, State, Online

8. **What is the Crawling and Indexing process and who performs it?**

   Crawling :

   It is performed by software robots called web spiders or web crawlers. Each search engine has its web spiders to perform crawling.

   In this step, the spiders visit websites or web pages and read them and follow the links to other web pages of the site.

   Thus by crawling, they can find out what is published on the World Wide Web.

   It also revisits the previous sites to check for the changes or updates in the web pages. If changes are found, it makes a copy of the changes to update the index.

   Indexing :

   It involves building an index after crawling all websites or web pages found on the World Wide Web.

   An index of the crawled sites is made based on the type and quality of information provided by them and stored in huge storage facilities.

   It is like a book that contains a copy of each webpage crawled by the spider. Thus, it collects and organizes the information from all over the internet.

9. Difference between Organic and Inorganic results.

Organic Results = Organic results refer to the listings of web pages on the SERPs that appear because of organic SEO such as relevance to the search term or keywords

Paid Results Paid search results are the sponsored ads or links that appear on the SERPs. They are part of Search Engine Marketing in which you have to pay to place your websites or ads on the top of the result pages.

10. Perform Keyword Research for https://tirupatiinterior.com/

No.	keyword	Avg. Monthly Search	Competition
1	Interior Design	100K – 1M	Low
2	modern interiors	100 – 1K	Low
3	modern home interior	100 – 1K	Low
4	house interior design	10K – 100K	Low
5	modern living room design	10K – 100K	Medium
6	interior architecture	1K – 10K	Low
7	traditional interior design	1K – 10K	Low
8	exterior home design	10K – 100K	Low
9	exterior designs	1K – 10K	Low
10	tirupati enterprises	1K – 10K	Low
11	interior designer in ahmedabad	1K – 10K	Low
12	best interior designers in ahmedabad	1K – 10K	Low