**Digital Marketing Assignment 4**

1. **What's the difference between a landing page and a website?**

A landing page is a standalone web page that is designed to be the first page a user sees when they click on a specific link or advertisement, while a website is a collection of web pages or a set of related web pages located under a single domain name published on at least one web server.

1. **Using the GoDaddy website builder, you may create a website.**

Yes, GoDaddy website builder can be used to create a website, however I have not created the website yet, I have completed all the lessons regarding how to create website by using GoDaddy Website Builder, though. The process is simple; one does not even need to have knowledge of coding for it. I will be using this tool very soon.

1. **What is the definition of content marketing?**

Content marketing is the process of creating and distributing valuable and compelling content to attract, acquire, and engage a clearly defined target audience—with the objective of driving profitable customer action.

1. **What is Content Marketing's Impact?**

Content marketing can have a significant impact on businesses by increasing brand awareness, driving traffic to a website, generating leads, and ultimately, increasing revenue.

Here are some of the areas on which content marketing can have prominent impact;

1. Building Brand awareness, trust and loyalty.

2. Increasing Organic traffic, engagement and conversions.

3. Generating Leads.

4. Supporting other marketing tactics.

5. Lowering Marketing Costs

6. Improving Customer Retention etc.

1. **Would you mind writing down the origins of content marketing?**

Deere & Company, arguably the most famous agricultural company in the world gets the major credit for content marketing. They started Furrow magazine in 1895. They leveraged The Furrow, not to sell John Deere equipment directly (as a catalog would do), but to educate farmers on new technology and how they could be more successful business owners and farmers (thus, content marketing).

From the beginning, The Furrow was not filled with promotional messages and self-serving content. It was developed by thoughtful journalists, storytellers, and designers, and covered topics that farmers cared about deeply. The goal of the content was to help farmers become more prosperous and, of course, profitable.

It is believed that Benjamin Franklin began publishing his annual Poor Richard’s Almanack to promote his printing business in 1732. Some other businesses also seemed to have followed this trend.

In 1930s Procter & Gamble started producing radio contents. By the early 1990s, content marketing was being used in some way by nearly every brand.

Brands like Starbuck and McDonald relies heavily on content marketing these days.

Content marketing is not new. Brands have been telling epic stories for centuries. The difference? It’s more critical than ever to get it right.

1. **What are some of the advantages of content marketing?**

Listed below are some of the advantages of Content Marketing;

1. Creates Brand Awareness
2. Improves Search Engine Rankings
3. Boosts Lead generation
4. Enhances Credibility and Authority in the related field.
5. Better Customer engagement as well as Retention.
6. Cost Efficiency