**Digital Marketing Assignment 5**

1. **What's the difference between traditional marketing and content marketing?**

Traditional marketing and content marketing are two different approaches of reaching audiences to promote products, services, or brands.

Traditional marketing involves using various forms of paid media such as TV, radio, print ads, billboards, and direct mail to reach a large audience and persuade them to take a specific action such as buying a product or visiting a store. On the other hand, content marketing involves creating and distributing valuable, relevant, and consistent content that attracts and engages a clearly defined target audience with the ultimate goal of driving profitable customer action.

Traditional marketing focuses on the product and the benefits it offers, often using persuasive language and techniques to convince people to take action, while content marketing is focused on building a relationship with the audience by providing them with helpful information, entertaining content, or inspiring stories, rather than just promoting a product.

Traditional marketing is often one-way while it’s not the case with content marketing. The value of content marketing lies in the engagement between the customer and the company. It is said that Traditional marketing shouts at prospect customers whereas content marketing talks with them. Essentially, it is about the creation and participation in meaningful conversations and development of relationships.

1. **What is content, and how do you write different content?**

Content is any word, image or video that can be engaged with by another human being. A good content informs, engages and amuses viewers/readers.

Writing Tools like Hemmingway Editor, Grammarly can be used to write different contents.

Blogs, Newsletters, Whitepapers, product descriptions, landing pages etc. are some of the different form of written content.

1. **What is content marketing distribution, and what are the different methods for distribution?**

Content Marketing Distribution is the process of sharing various types of content in various channels. Content Marketing can be distributed/done through **Owned Channel,** for example website or via **free channel** for example, Facebook Page, Instagram Page, Twitter Page, SlideShare; or from **Paid Channel**. Content marketing distribution method is chosen based on the need of businesses.

E-Books, Infographics, videos, Case Studies, Podcasts, Blogs etc. are some of the widely used content distribution methods.

1. **What are the different tools for writing content?**

There are many tools for writing content, some of which are as follows;

1. Hemmingway Editor
2. Grammarly
3. Answer The Public
4. Headline Analyzer
5. Buzzsumo

Beside these, Google Trends and Google Keywords Planner are other important tools which are being used in writing content.

1. **What are the various graphic content creation tools on the market?**

The Followings are the various graphic content creation tools on the market;

1. Snappa
2. Canva
3. Pixlr
4. Crello etc.
5. **What is a written content hemming tool?**

Hemingway Editor/App makes writing **Bold** and **Clear**. It highlights lengthy, complex sentences and common errors in different colors and provides suggestions for improving readability and clarity. It was named after the American author Ernest Hemingway.

The Hemingway Editor works by analyzing text and highlighting potential areas for improvement. It provides a readability score based on the grade level required to understand the text, highlights complex or hard-to-read sentences, suggests alternative words or phrases to replace overused or redundant ones, and flags adverbs, passive voice, and other common writing issues.