**Digital Marketing Assignment 4**

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

Ans: landing page is a focused and targeted web page designed for specific marketing campaigns and conversion goals a website is a broader online presence that serves as a comprehensive resource and hub for information, communication, and interaction with visitors Landing pages are typically used to drive conversions and capture leads while websites provide a more extensive range of content and functionality to serve the needs of visitors across different stages of the customer journey.

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

Ans: Yes GoDaddy offers a website builder platform that allows users to create and customize their own websites with ease, even without prior technical knowledge or coding skills.

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

Ans: content marketing is a strategic marketing approach focused on creating and distributing valuable relevant and consistent content to attract and engage a clearly target audience.

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

**Ans:**

* Brand awareness and visibility
* audience engagement and locality
* lead generation and conversation
* search engine visibility and traffic
* social media engagement and amplification

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

**Ans:**

* increased brand awareness
* audience engagement and trust
* cost effectiveness
* long term value and sustainability