

## **MODUAL – 2 ASSIGNMENT**

**Q-1 : Give the name of the Traditional and Digital platform where we can promote TOPSTechnologies Pvt. Ltd, and suggest which platform will be better for their marketing activity with a reason?**

**Ans:**

- **Traditional Platforms :**

**Print Advertising:** Displaying product/service information, promotions, and brand messaging to a targeted audience.

**Outdoor Advertising:** Creating visibility and brand awareness in high-traffic areas.

**Telemarketing:** Direct communication with potential customers to promote products, services, or solicit donations.

**Event Marketing:** Building brand awareness, generating leads, and engaging with a targeted audience in person.

**Traditional Media :** Creating and placing advertisements to reach a wide audience

- **Digital Platforms :**

**Website :** An optimized and user-friendly website showcasing services, courses, and success stories.

**Social marketing :** Facilitate social networking, content sharing, and communication among users.

**E-Commerce Marketing :** Enable online buying and selling of goods and services.

**Search Engines :** Assist users in finding information, websites, and resources on the internet

**Online Learning Platforms:** Offer courses, educational content, and interactive learning experiences.

**Q-2 : What are the Marketing activities and their uses?**

**Ans :**

1. Search Engine Optimization (SEO)

Use : To improve a website's visibility on search engines and increase organic (non-paid) traffic.

2. Search Engine Marketing (SEM)

Use : to the practice of promoting websites by increasing their visibility in search engine results pages (SERPs) primarily through paid advertising, but it can also include SEO

3. Content Marketing

Use : To create and distribute valuable, relevant content to attract and engage a target audience.

4. Content Automation

Use : Automation tools can generate content such as product descriptions, social media posts, and blog articles based on predefined templates, keywords, and data inputs

5. Campaign Marketing

Use : uses online advertisements that accrue costs each time a potential lead clicks on your ad.

#### 6. E-commerce Marketing

Use : The primary goal is to drive traffic to an online store, convert visitors into customers, and encourage repeat business. Here are some key uses and strategies for e-commerce marketing.

#### 7. Social Media Optimization (SMO)

Use : SEO is the process of optimizing a website to improve its organic (unpaid) search engine rankings. The goal is to increase the website's visibility and attract more organic traffic.

#### 8. Social Media Marketing (SMM)

Use : To promote products or services on social media platforms and engage with the target audience.

#### 9. E-mail Direct Marketing

Use : To communicate with a target audience through email, nurturing leads, and promoting products or services.

#### 10. Display Advertising

Use : Display marketing is advertising on graphical screens on the internet. Increase visibility and recognition of a brand among the target audience

### Q-3 : What is Traffic?

**Ans:** Traffic generation happens in 2 ways

- 1- **Inbound** : Inbound means creating quality content that brings peoples to your doors, the goal is to create such compelling content the user is attracted towards you and stays with you.
- 2- **Outbound**: means using mostly the paid channels to draw attention to your brand you are creating advertisements, sms or email blasts informing them about your existence.

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

**Ans :**

- Choose a domain name that is easy to type.
- Keep it short. Use keywords.
- Target your area. Avoid numbers and hyphens.
- Be memorable.
- Research it.
- Choose a domain name extension that fits.
- Protect and build your brand.

### **Q:5 What is the difference between a Landing page and a Home page?**

**Ans :** A landing page and a home page serve different purposes and cater to distinct stages in the user's journey on a website. Here are the key differences between a landing page and a home page.

**Home Page : 1-**The home page is the main entry point of a website and serves as the central hub. It provides an overview of the entire website, navigation options, and often highlights key sections or offerings. The primary goal is to direct users to different sections of the site based on their interests.

**2-**Features a design that reflects the overall branding and aesthetics of the website. It may include dynamic elements, sliders, and various sections to showcase different aspects of the business.

**Landing Page : 1-** A landing page is designed for a specific marketing or advertising campaign with a focused objective. It is created to guide visitors toward a particular action, such as making a purchase, signing up for a newsletter, or downloading a resource.

**2-** Has a specific design tailored to the campaign's goals. The layout is focused on directing the visitor's attention to the primary message and CTA, often with a clean and uncluttered design

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

**Ans:** 1-Add to cart ,2-buy now, 3-shop now, 4-Subscribe or sign up, 5- Limited time offer, 6 - read more, 7- buy one get free offer, 8 – Refer, ect