

DIGITAL MARKETING ASSIGNMENT IV

1.

<i>Landing page</i>	<i>Website</i>
<i>1. landing page is a part of a website designed specially to drive sales.</i>	<i>1. website is a collection of web pages that shows your product ,features and business.</i>
<i>2. The purpose of landing page is to capture leads and drive sales.</i>	<i>2. The purpose of website is to inform its targeted audience with all the relevant information.</i>
<i>3. Its a single call to action webpage.</i>	<i>3. its a collection of multiple web pages.</i>
<i>4. Navigation is limited as it calls for a specific action.</i>	<i>4. Every single web page is accessible.</i>

3. Content marketing is the creation and distribution of content with the goal of increasing brand awareness, improving search engine rankings and generating audience interest.

4. In Digital marketing, content marketing has a huge impact .

- It builds brand awareness, trust and loyalty.*
- By content marketing, business can reach an audience who may avoid advertisement.*
- It keeps costs down because here businesses no need to promote their brand, products etc*
- It increases traffic and conversions.*
- It generates stronger lead generation.*
- Support your other marketing traffics like facebook, instagram, websites, youtube.*

5. The concept of traditional marketing by newspaper phrases was produced by Benjamin Franklin on 1700 in America.

6. These are the Advantages of content marketing:

- It builds brand awareness, trust and loyalty.*
- By content marketing, business can reach an audience who may avoid advertisement.*
- It keeps costs down because here businesses no need to promote their brand, products etc*
- It increases traffic and conversions.*
- It generates stronger lead generation.*
- Support your other marketing traffics like facebook, instagram, websites, youtube.*