

DIGITAL MARKETING ASSIGNMENT 3

1. Different type of marketing platforms are email marketing platforms, social media marketing platforms, content marketing platforms, video marketing platforms, brand collaborations and influence marketing platform etc.

2. Different type of Digital Marketing are

- i. Email marketing
- ii. Content marketing
- iii. Youtube ads marketing
- iv. Sms marketing
- v. Influence marketing
- vi. Smart tv and radio ads marketing
- vii. SEO (Search Engine Optimization)

3. Many sorts of Digital Marketing are

- i. Content Marketing
- ii. Search Engine Optimization (SEO)
- iii. Search Engine Marketing (SEM)
- iv. Social Media Marketing (SMM)
- v. Pay-Per-Click Advertising (PPC)
- vi. Affiliate Marketing
- vii. Email Marketing
- viii. Instant Messaging Marketing
- ix. Radio Advertising
- x. Television Advertising

4. In terms of digital marketing website is a collection of web pages or a sets of web pages located under a single domain name typically produced by a single person or a organisation.

5. Domain Name System helps to convert human readable domain name into IP Address.

when you type the website name in your browser, the browser sends a request to the DNS server. If the website domain name is registered in the database with the DNS, it'll respond with the IP address of the website you are trying to access, something like 117.234.214.14.

5. Landing page is a part of a website that designed specially to drive sales.