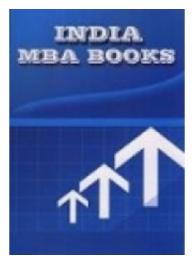
DIGITALMARKETING AND E COMMERCE



Brand: Mehta Solutions **Product Code:** AJTU014

Weight: 0.00kg

Price: Rs600

Short Description
DIGITALMARKETING AND E COMMERCE

Description

DIGITALMARKETING AND E COMMERCE SOLVED PAPERS AND GUESS

Product Details: UTKAL UNIVERSITY DIGITALMARKETING AND E COMMERCE

Format: BOOK

Pub. Date: NEW EDITION APPLICABLE FOR Current EXAM

Publisher: MEHTA SOLUTIONS

Edition Description: 2021-22

ABOUT THE BOOK

FROM THE PUBLISHER

If you find yourself getting fed up and frustrated with other **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY** book solutions now mehta solutions brings top solutions for **DIGITALMARKETING AND E COMMERCE** contains previous year solved papers plus faculty important questions and answers specially for **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY** .questions and answers are specially design specially for **DR. A.P.J. ABDUL KALAM TECHNICAL UNIVERSITY** students .

Please note: All products sold on mbabooksindia.com are brand new and 100% genuine

- Case studies solved
- New addition fully solved
- last 5 years solved papers with current year plus guess

PH: 07011511310, 09899296811 FOR ANY problem

FULLY SOLVED BOOK LASY 5 YEARS PAPERS SOLVED PLUS GUESS

DIGITAL MARKETING AND E COMMERCE

UNIT 1

Introduction to Digital Marketing & Website and Blog Development: Introduction to Digital Marketing and its Significance; Traditional Marketing Vs Digital Marketing; Digital Marketing Process; The contemporary digital revolution, digital transformation framework. Types of websites, Keywords, Understanding Domain and Webhosting, Building Website/Blog using CMS WordPress, Using WordPress Plug-ins; Blog Creation: Including Headlines, Links, Posts; Using various plugins like Elimentor

UNIT 2

SEO& Email-Marketing: Introduction to SEO; SEO Keyword Planner Tools; On Page SEO Techniques: Indexing and Key Word Placement, Content Planning & Optimization, Display Advertising, Various SEO Plug-in, Off –Page SEO Techniques; Email Marketing- Introduction and Significance, campaigns using Mail Chimp; Email Marketing Strategy and Monitoring.

UNIT 3

SEM & Social Media Marketing: Introduction to SEM, Mobile Marketing, Video Marketing on YouTube. Introduction to Social Media Marketing: Facebook, Instagram, Linked-in, Twitter, Google G Suit and online marketing campaigns on theses Social Media platforms. Content Marketing, Content creation process, Influencer marketing.

UNIT 4

Using Marketing Strategies & Analytics Tools: Understanding Digital marketing Strategies, Using Marketing analytics tools to segment, target, position; Online PR and reputation management, Digital Marketing Strategies and its ROI. Using Google Analytics and other social media analytics tools. Using Apps and Gamification.

UNIT 5

Applications of E-Commerce: Introduction, History of Electronic Commerce, Advantages and Disadvantage of E-commerce, Roadmap of e-commerce in India, E-business Models Based on the Relationship of Transaction Parties, e-commerce Sales Life Cycle (ESLC) Model, Electronic Payment Systems, Electronic Cash, Smart Cards and Electronic Payment Systems, Credit Card Based Electronic Payment Systems, Risks and Electronic Payment Systems, Electronic Data Interchange (EDI)