

<b>18CCP411</b>	<b>DIGITAL MARKETING (Practical)</b>	<b>Semester – IV 4H – 2C</b>
<b>Instruction Hours / week: L:0 T:0 P:4</b>	<b>Marks: Internal: 40 External: 60 Total: 100</b>	<b>End Semester Exam: 3 Hours</b>

### **COURSE OBJECTIVES:**

#### **To make the students**

1. To understand use of digital marketing tools
2. To design web page using word press
3. To understand the linkage of digital marketing and analytics

### **COURSE OUTCOMES:**

#### **Learners should be able to**

1. Understand use of digital marketing tools
2. Design web page using word press
3. Understand the linkage of digital marketing and analytics
4. Exhibit communication skills to communicate orally and in written
1. Design a web page using a word press
2. Design an add in Instagram to market a product / Service
3. Design a facebook page for marketing a product / service
4. Upload a you tube video on marketing a social cause
5. Design a web page for marketing a social cause (Energy conservation / water conservation)
6. Design a facebook page for creating awareness on global warming
7. Design a webpage using Word press plugins and widgets to market Indian culture / Heritage
8. Perform a GOOGLE ADWORD search on “COMMERCE” / “DIGITAL” or any key word and write your finding.
9. Procedure for the search engine optimization and its application
10. Twitter and Linked in as a tool to support digital marketing – Write your views and understanding.

### **SUGGESTED READINGS:**

1. Ryan, D. (2014 ). Understanding Digital Marketing: Marketing Strategies for Engaging the Digital Generation, Kogan Page Limited.
2. Puneet Singh Bhatia(2017), Fundamentals of Digital Marketing, Pearson Education, New Delhi.
3. Abhishek Das(2018), Applications of Digital Marketing for Success in Business, 1st edition, BPB Publications, New Delhi
4. Dishek J. J. Mankad(2018), Understanding digital marketing, BPB Publications
5. Vandana Ahuja (2015), Digital Marketing, Oxford University Press, New Delhi.
6. Sarah McHarry(2013), Wordpress To Go, Createspace Independent Pub
7. Karol Krol(2017),WordPress Complete - Sixth Edition, Packt Publishing Limited



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**SEMESTER : VI**  
**CLASS : II M.COM(CA)**

**Exercise 1**

A Web Page using WordPress.

**Aim**

To create A Web page using WordPress.

**Algorithm:**

1. Search Creating a Webpage using Wordpress in Google Search Engine.
2. Select wordpress.com
3. Click on Start your website
4. Click Continue with Google
5. Enter username and password. Click Continue.
6. Select business from the list of sites you want to build.
7. Enter the name of business your business comes under. Enter Restaurant. Click Continue
8. Type the name of the business you intend to start. Give Sashi's Meet and Eat. The websites view will be displayed with the name of your business.
9. Continue to buy the domain and complete the payment procedure.
10. The website is now created.

**Result:**

The website Sashi's Meet and Eat has been created using Wordpress Successfully.



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A screenshot of a web browser displaying the WordPress login page. The browser's address bar shows the URL "wordpress.com/log-in?redirect\_to=https%3A%2F%2Fwordpress.com%2F". The page has a blue header with the WordPress logo and a "Sign Up" link. The main content area is titled "Log in to your account" and contains a login form. The form has a text input field for "Email Address or Username", a "Continue" button, and a link to "Terms of Service". Below this, there are two social login options: "Continue with Google" and "Continue with Apple". At the bottom of the form, there are links for "Create a new account", "Email me a login link", and "Lost your password?". A "Back to WordPress.com" link is at the very bottom. The browser's taskbar at the bottom shows icons for various applications and the system clock indicating 12:31 PM on 11/29/2019.

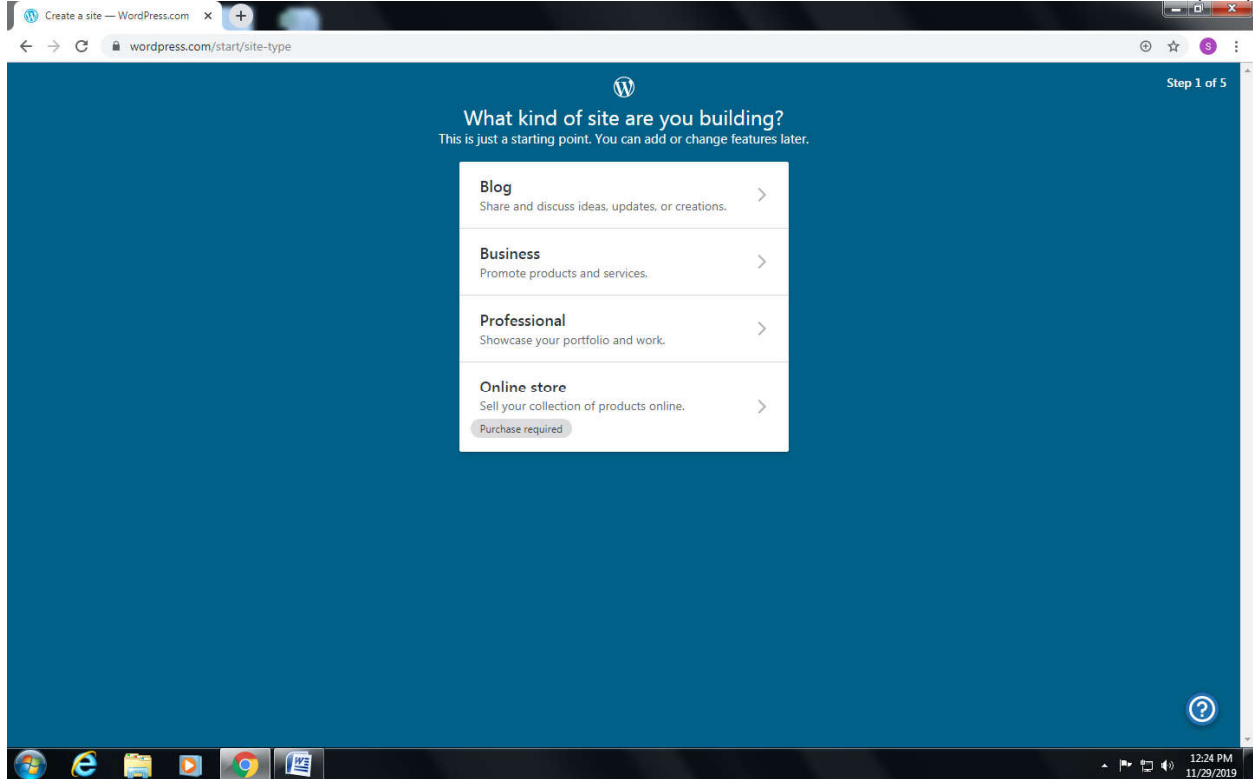


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The screenshot shows the WordPress website creation wizard. At the top, it asks 'What does your business do?' and suggests adding relevant content. A search bar contains the word 'Restaurant' and a 'Continue' button is next to it. Below this, there are two preview windows: 'WEBSITE PREVIEW' and 'PHONE PREVIEW'. Both previews show a website design for a restaurant with the text 'Your New Website' and 'Hungry? Your table's waiting.' The desktop preview shows a large image of a restaurant interior, while the phone preview shows a smaller version of the same image. The bottom of the screen shows a Windows taskbar with various application icons and a system clock indicating 12:25 PM on 11/29/2019.



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A screenshot of a web browser displaying the WordPress 'Create a site' wizard. The browser's address bar shows 'wordpress.com/start/site-title-with-preview'. The wizard is at 'Step 3 of 5' and prompts the user to 'Tell us your business's name'. A text input field contains 'Sashi's Meet and Eat', and a 'Continue' button is to its right. Below the input field, a message says 'Scroll down to see how your site will look. You can customize it with your own text and photos when we're done with the setup basics.' Two preview windows are shown: 'WEBSITE PREVIEW' and 'PHONE PREVIEW'. Both previews show a website for 'Sashi's Meet and Eat' with a background image of a restaurant interior and the text 'Hungry? Your table's waiting.' The desktop taskbar at the bottom shows icons for Windows, Edge, File Explorer, and Chrome, along with the system clock showing 12:22 PM on 11/29/2019.



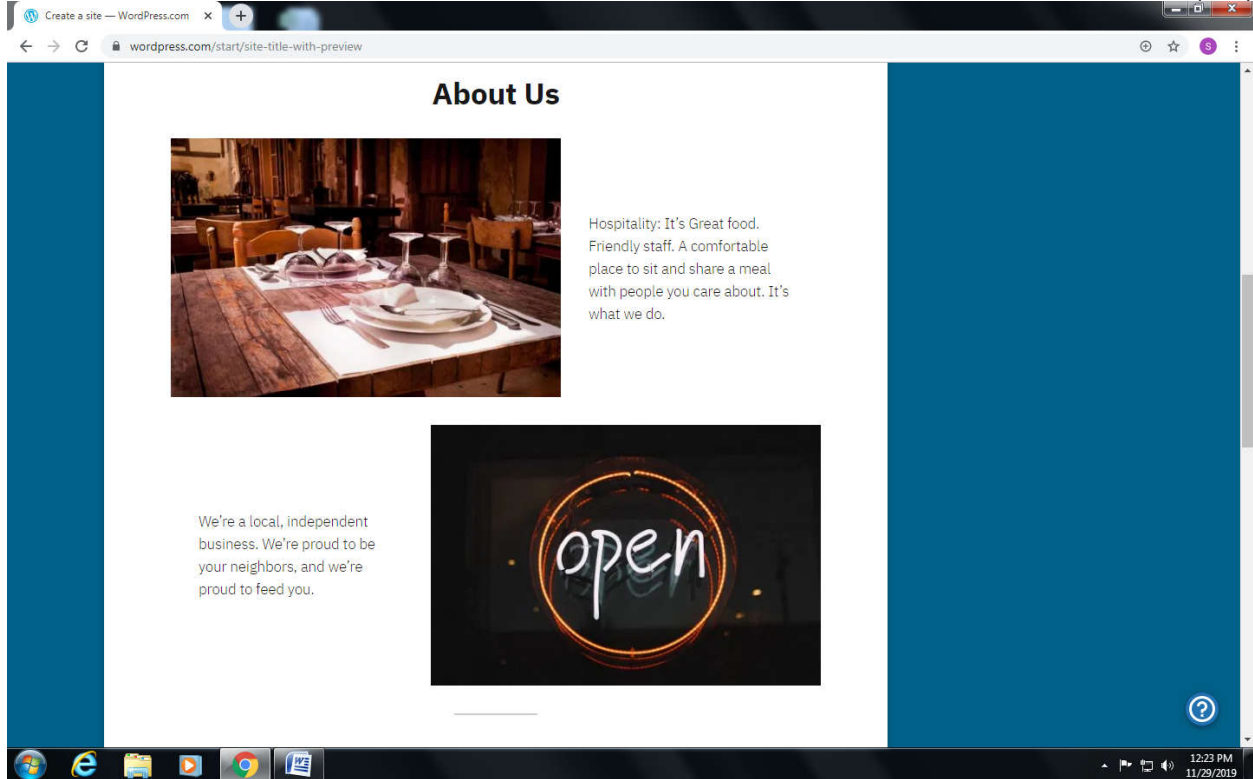


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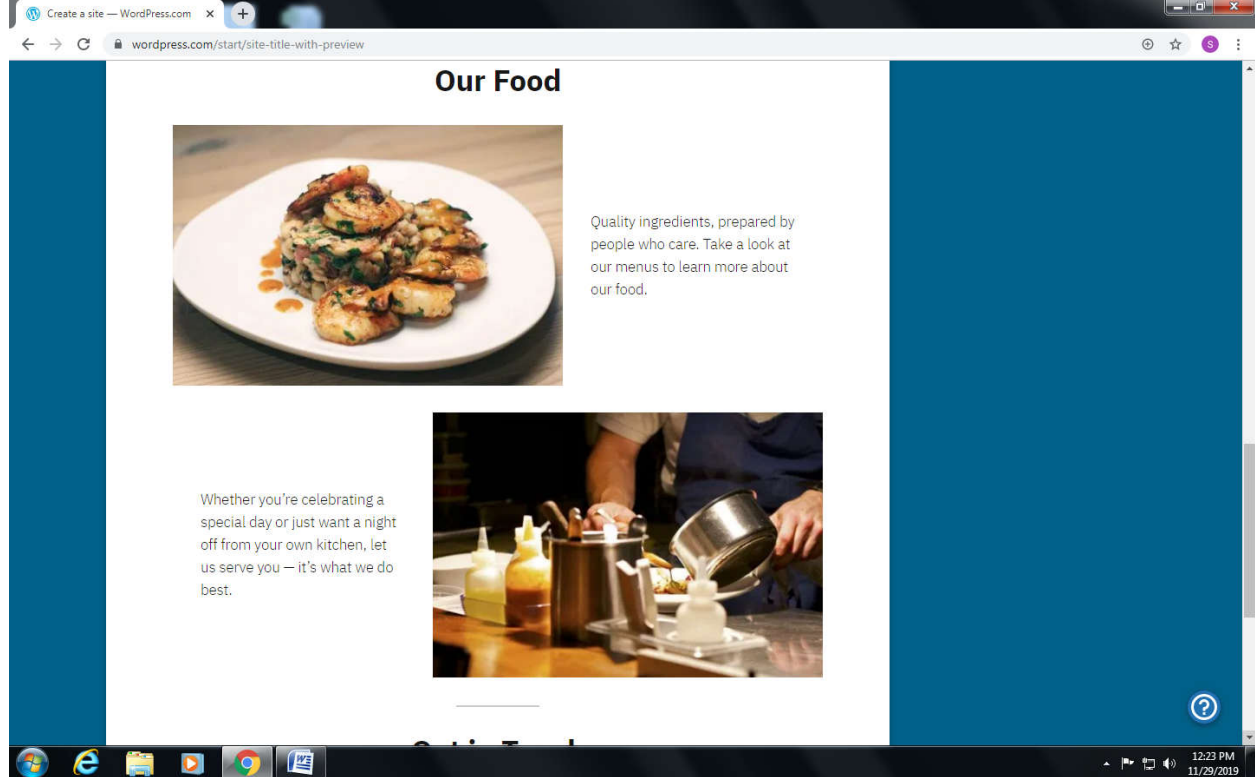


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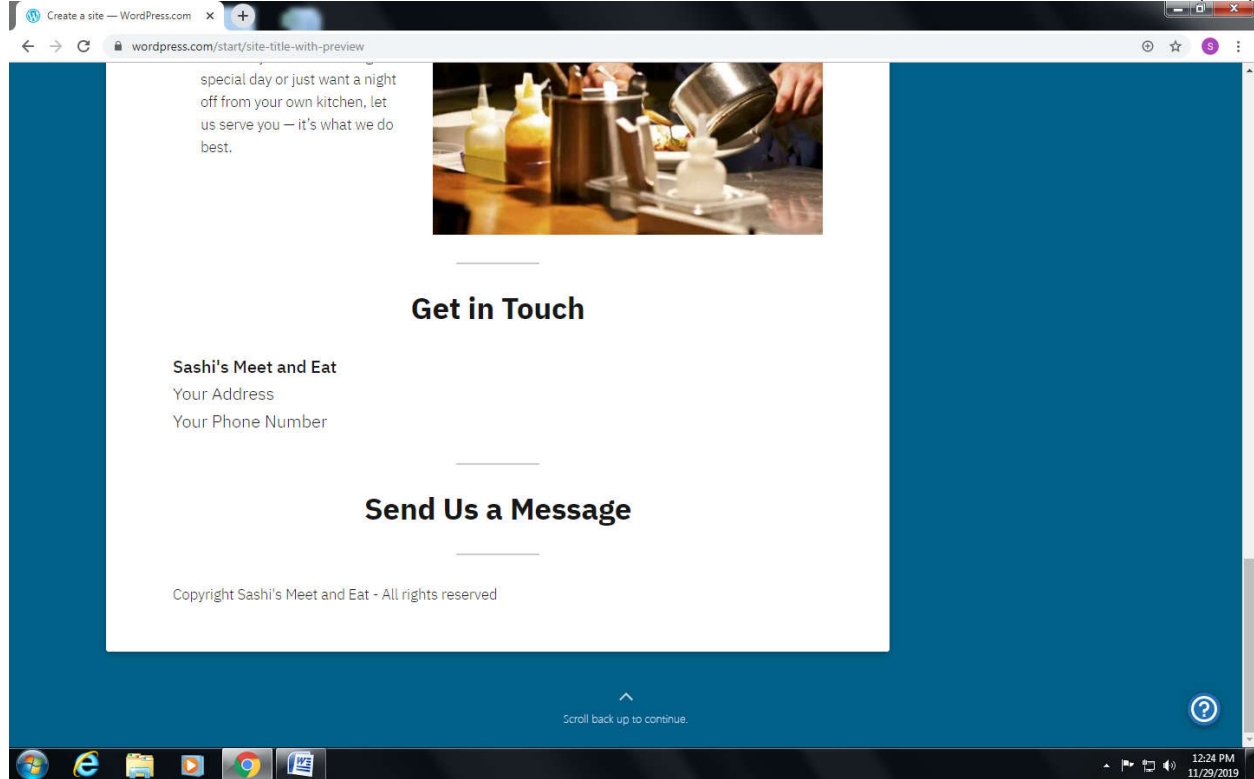


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← Back

Let's get your business a domain!  
Tell us your business's name or a few keywords, and we'll come up with some suggestions.

Q sashimeetandeat X Filters

Get a free one-year domain registration with any paid plan.  
We'll pay the registration fees for your new domain when you choose a paid plan during the next step.  
You can claim your free custom domain later if you aren't ready yet. [Review our plans to get started »](#)

More Extensions ▾ .me .life .co .club .blog .org .net .com

sashimeetandeat.restaurant Registration fee: ₹2,800 Free Renews at ₹2,800/year <b>Our Recommendation</b> <b>Select</b>	sash-is-meet-and-eat.restaurant Registration fee: ₹2,800 Free Renews at ₹2,800/year <b>Best Alternative</b> <b>Select</b>
sashimeetandeat.wordpress.com Free <b>Select</b>	
sashimeetandeat.com Registration fee: ₹1,260 Free Renews at ₹1,260/year <b>Select</b>	
sashimeetandeat.blog Registration fee: ₹1,540 Free Renews at ₹1,540/year <b>Select</b>	

12:26 PM  
11/29/2019



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Create a site — WordPress.com

← → ↻ wordpres.com/start/plans

← Back Step 5 of 5

**Pick a plan that's right for you.**  
 Choose a plan. Upgrade as you grow.

Not sure yet? [Start with a free site](#)

Personal Best for personal use	Premium Best for freelancers	Business Best for small businesses <small>POPULAR</small>	eCommerce Best for online stores
<b>₹200</b> <small>per month, billed annually</small>	<b>₹350</b> <small>per month, billed annually</small>	<b>₹800</b> <small>per month, billed annually</small>	<b>₹1,440</b> <small>per month, billed annually</small>
<a href="#">Start with Personal</a>	<a href="#">Start with Premium</a>	<a href="#">Start with Business</a>	<a href="#">Start with eCommerce</a>
Boost your website with a custom domain name, and remove all WordPress.com advertising. Get access to high-quality email and live chat support.	Build a unique website with advanced design tools, CSS editing, lots of space for audio and video, Google Analytics support, and the ability to monetize your site with ads.	Power your business website with custom plugins and themes, unlimited premium and business theme templates, 200 GB storage, and the ability to remove WordPress.com branding.	Sell products or services with this powerful, all-in-one online store experience. This plan includes premium integrations and is extendable, so it'll grow with you as your business grows.
Email and live chat support ⓘ	Advanced customization ⓘ	Upload Themes and Plugins ⓘ	Accept Payments in 60+ Countries ⓘ
Free Domain for One Year ⓘ	Unlimited premium themes ⓘ	Advanced SEO tools ⓘ	Integrations with Top Shipping Carriers ⓘ
All free features ⓘ	All Personal features ⓘ	All Premium features ⓘ	All Business Features ⓘ

Windows taskbar: 12:27 PM 11/29/2019



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Checkout — WordPress.com

wordpress.com/checkout/sashismeetandeat.wordpress.com?signup=1

WordPress.com Secure checkout

Great choice! How would you like to pay?

sashismeetandeat.wordpress.com is up and running!  
Complete your plan purchase to upgrade.

☒ Credit or debit card ☐ Net Banking

Cardholder Name (as written on card)

Card Number

Expiry Date

Security Code ("CVC" or "CVV")

Country

Postal Code

Order Summary

WordPress.com Business - annual subscription  
sashismeetandeat.wordpress.com  
9600 INR  
(800 INR x 12 months)

Total: 9,600 ₹

Have a coupon code?

Choose the length of your subscription

☒ 1 year  
₹9,600 ₹800 / month

☐ 2 years Save 13%  
₹16,704 only ₹696 / month

12:27 PM  
11/29/2019



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Exercise 2

Designing an Ad on Instagram.

Aim:

To design an ad in Instagram to market a Service.

Algorithm:

Step 1: Go to **Ads** Manager.

Step 2: Select **Create**.

Step 3: Choose an objective that supports **Instagram** as an **ad** placement.

Step 4: Select Continue.

Step 5: Fill in the details for your **ad** set.

Step 6: At the placements section, you can select Edit placements and select **Instagram** to have your **ads** appear on **Instagram**. ...

Step 7: Select Continue.

Step 8: The add is now created.

Result: The Add on Instagram has been designed successfully.



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### **Creating A Webpage on Water Conservation**

#### **Aim:**

To create a web page on Water conservation using HTML.

#### **Procedure:**

Step 1: Open Notepad.

Step 2: Write the HTML Codings to create a webpage.

Step 3: Use the tags for changing alignment, numbering, font style, font size, background color, inserting links, images etc.

Step 4: Complete the codings and save the document as Waterconservation.html on a new folder on the desktop containing the related images used for the webpage.

Step 5: Close the notepad.

Step 6: Open the file Waterconservation.html on the web browser.

Step 7: The page is now displayed.

#### **Result:**

The webpage on water conservation using HTML is successfully designed.



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## HTML Codings

```
<html>

<head><title>Water Conservation</title>

<h1>Water Conservation</h1>



</head>

<body bgcolor="0,275,0">

<p style="font-size:300%;color:red;font-family:verdana;text-align:center;"> The need of
Today<br></p>

<p style="font-size:300%;text-align:center;background-color:DodgerBlue;">WATER</p>

<p style="color:red;font-family:courier;font-size:200%;">

Do you know - Every drop of Water counts for tomorrow.

</style> </p>

<ul><h3>How to Conserve Water</h3>



<li>Always turn taps off tightly so they do not drip.</li>

<li>Promptly repair any leaks in and around your taps.</li>

<li>Use an aerator and/or a water flow-reducer attachment on your tap to reduce your water
usage.</li>

<li>When hand-washing dishes, never run water continuously.</li>
```



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<li>If you have an electric dishwasher, use it only to wash full loads, and use the shortest cycle possible.</li>

<li>When brushing your teeth, turn the water off while you are actually brushing.

Use short bursts of water for cleaning your brush. This saves about 80% of the water normally used.</li>

<li>When washing or shaving, partially fill the sink and use that water rather than running the tap continuously. This saves about 60% of the water normally used. </li>

<li>Use short bursts of water to clean razors.</li>

<li>Use either low-flow shower heads or adjustable flow-reducer devices on your shower heads.</li>

<li>You can reduce water usage by 40% to 50% by installing low-flush toilets.</li>

<li>Wash only full loads in your washing machine.</li>

<li>Use the shortest cycle possible for washing clothes.</li>

<li>Use only cleaning products that will not harm the environment when they are washed away after use.</li>

<li>Lawns and gardens require only 5 millimetres of water per day during warm weather. Less is needed during spring, fall, or cool weather.</li>

<li>Water lawns every three to five days, rather than for a short period every day. </li>

<li>Use shut-off timers or on-off timers, if possible. Do not turn on sprinklers and leave for the day.</li>



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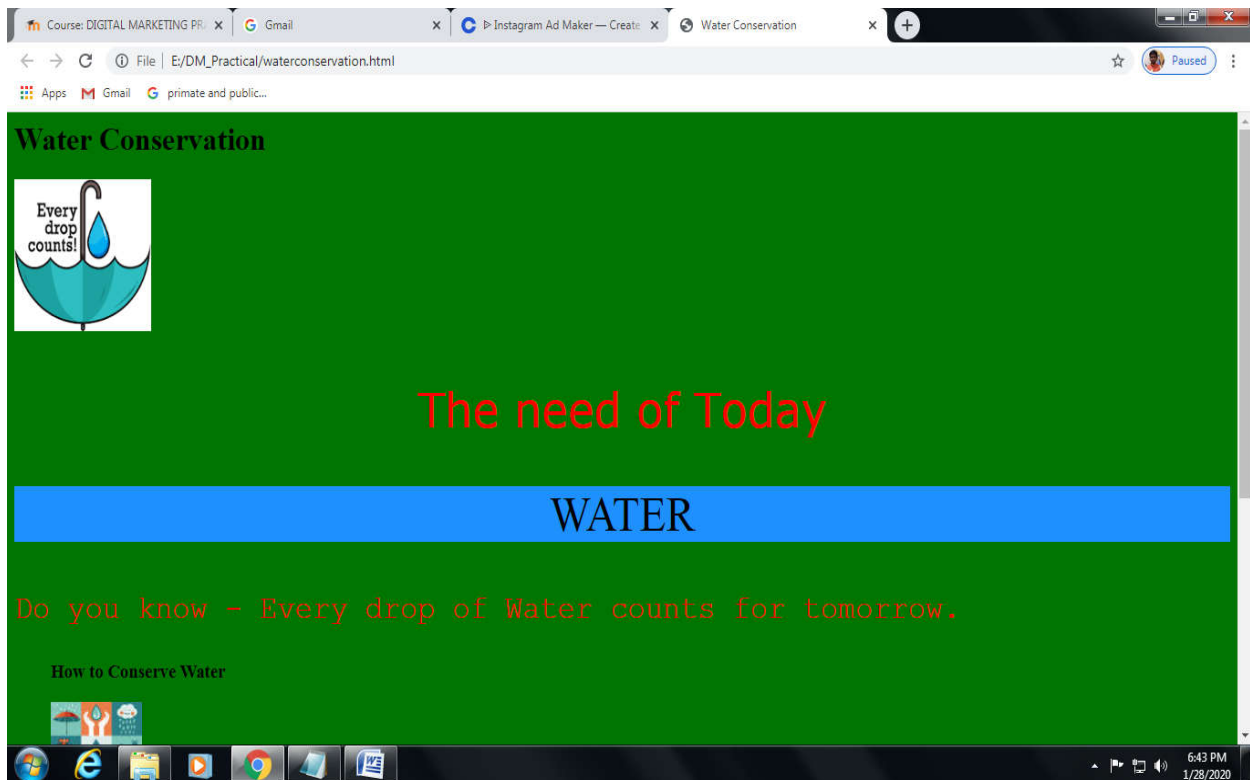
</ul>

<a href="http://www.thewaterpage.com/water-conservation.htm" target="\_blank">

Learn more on water conservation</a>

</body>

</html>





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A screenshot of a web browser window. The address bar shows the URL 'File | EyDM\_Practical/waterconservation.html'. The browser tabs include 'Course: DIGITAL MARKETING PR...', 'Gmail', 'Instagram Ad Maker—Create', and 'Water Conservation'. The page content has a blue header with the word 'WATER' in white. Below it, on a green background, is the text 'Do you know - Every drop of Water counts for tomorrow.' in red. A section titled 'How to Conserve Water' features a 3x3 grid of icons representing various water-saving measures. Below the icons is a bulleted list of 15 tips for conserving water. At the bottom of the page, there is a link that says 'Learn more on water conservation'. The Windows taskbar at the bottom shows the time as 6:43 PM on 1/28/2020.