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

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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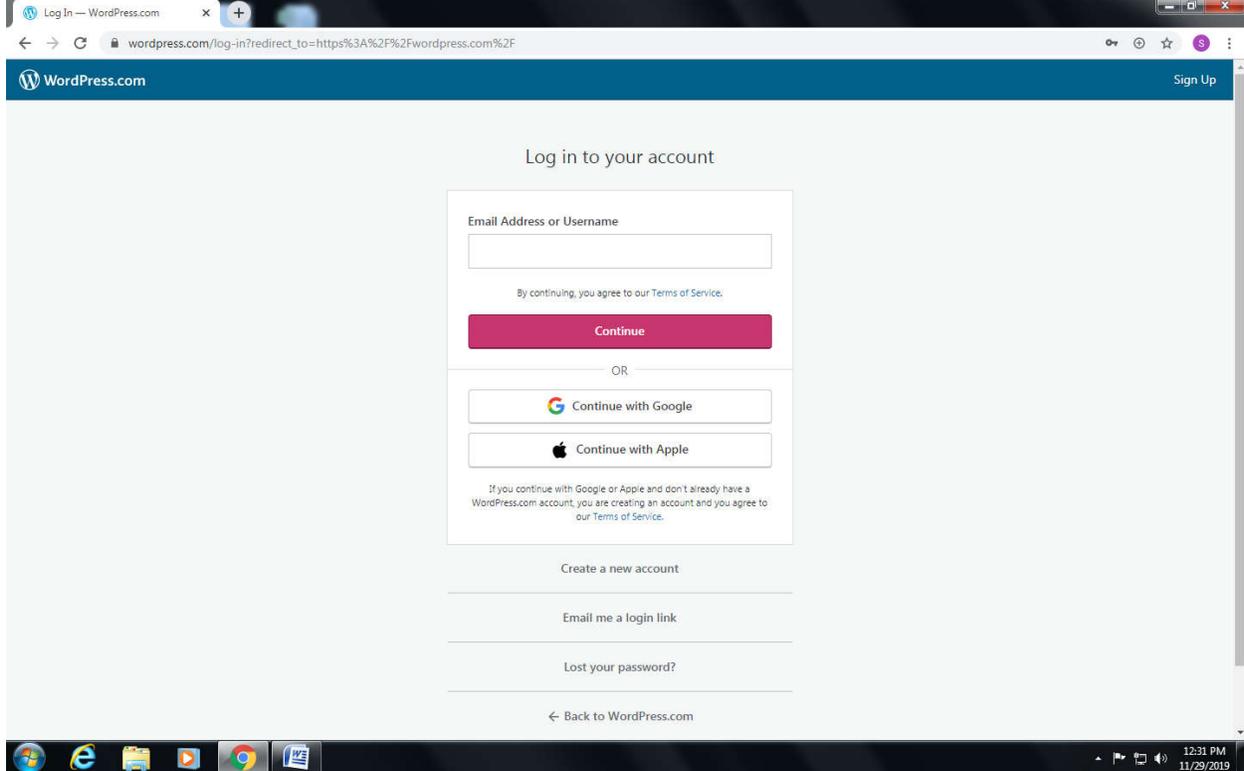


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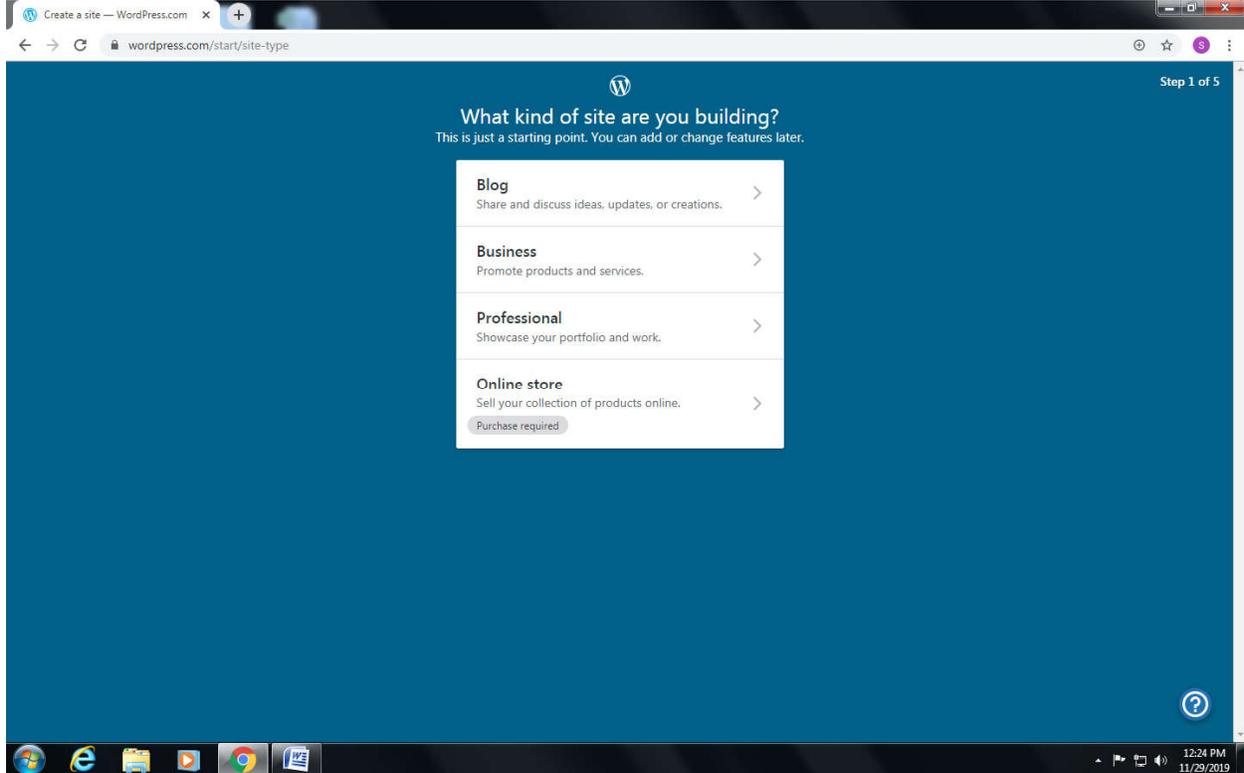


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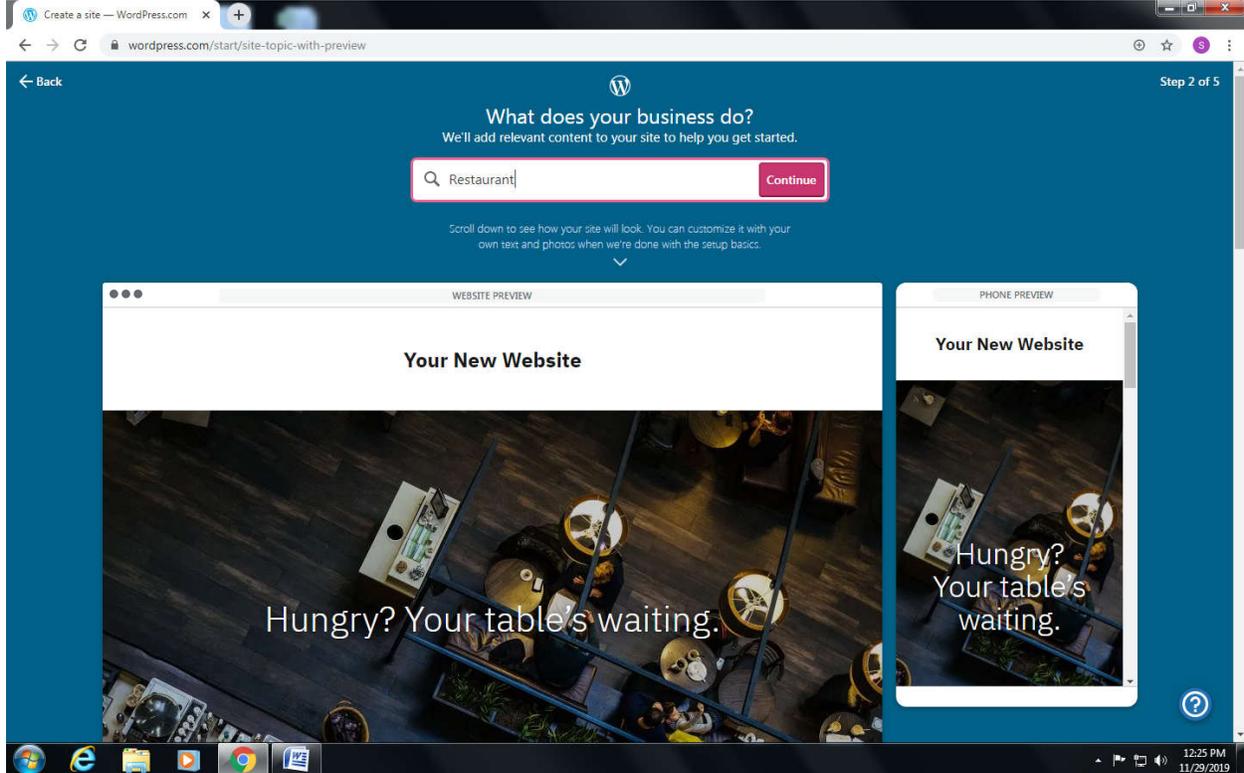


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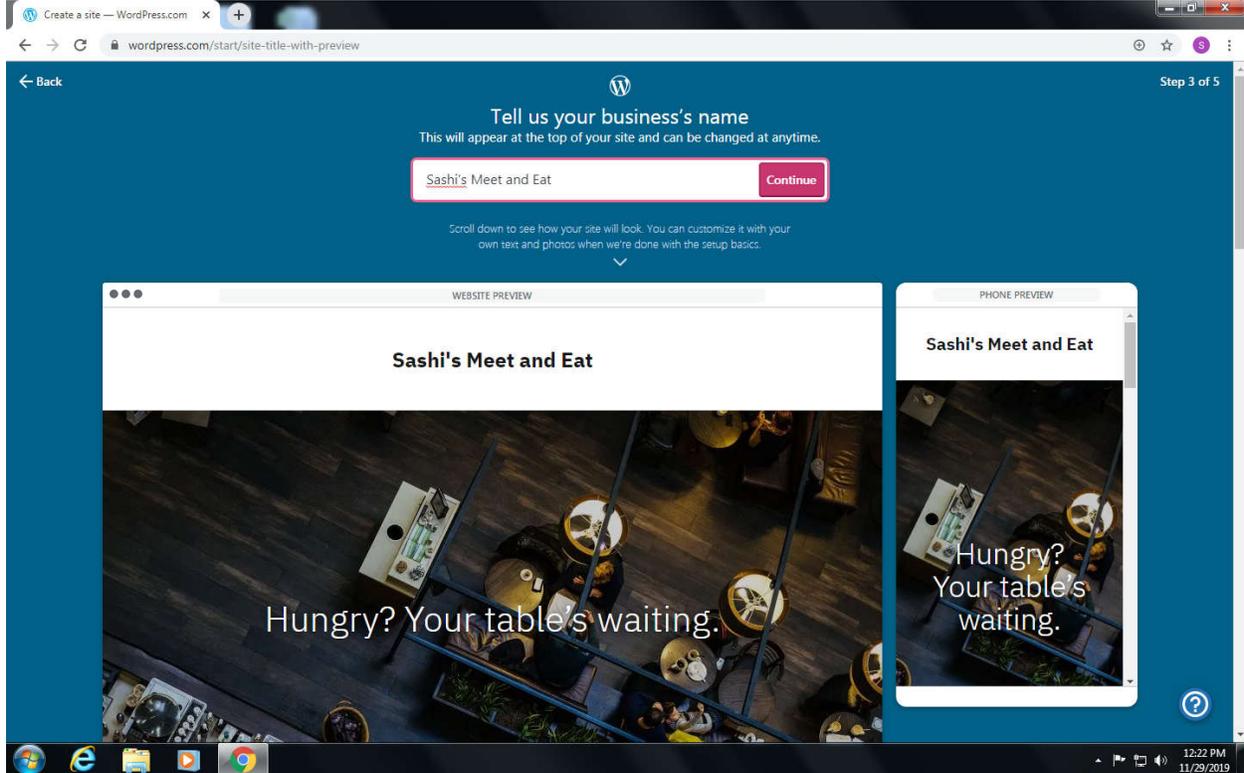


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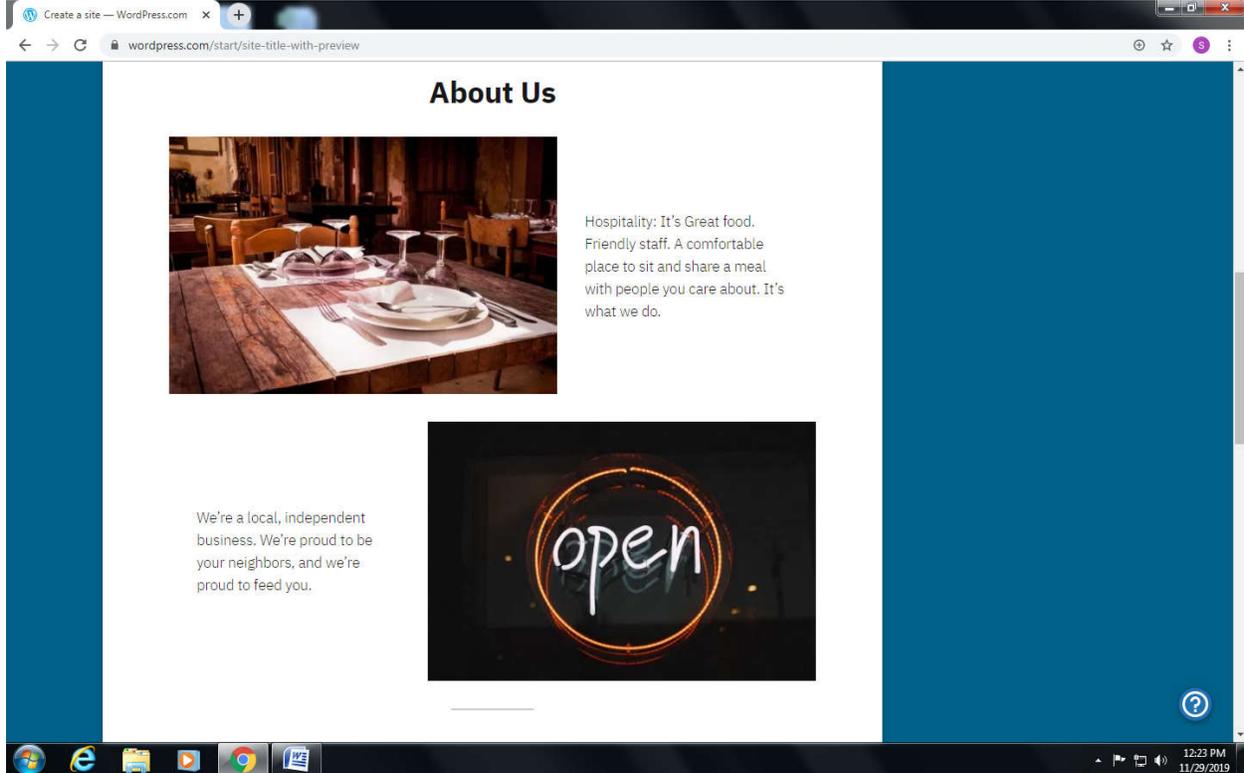


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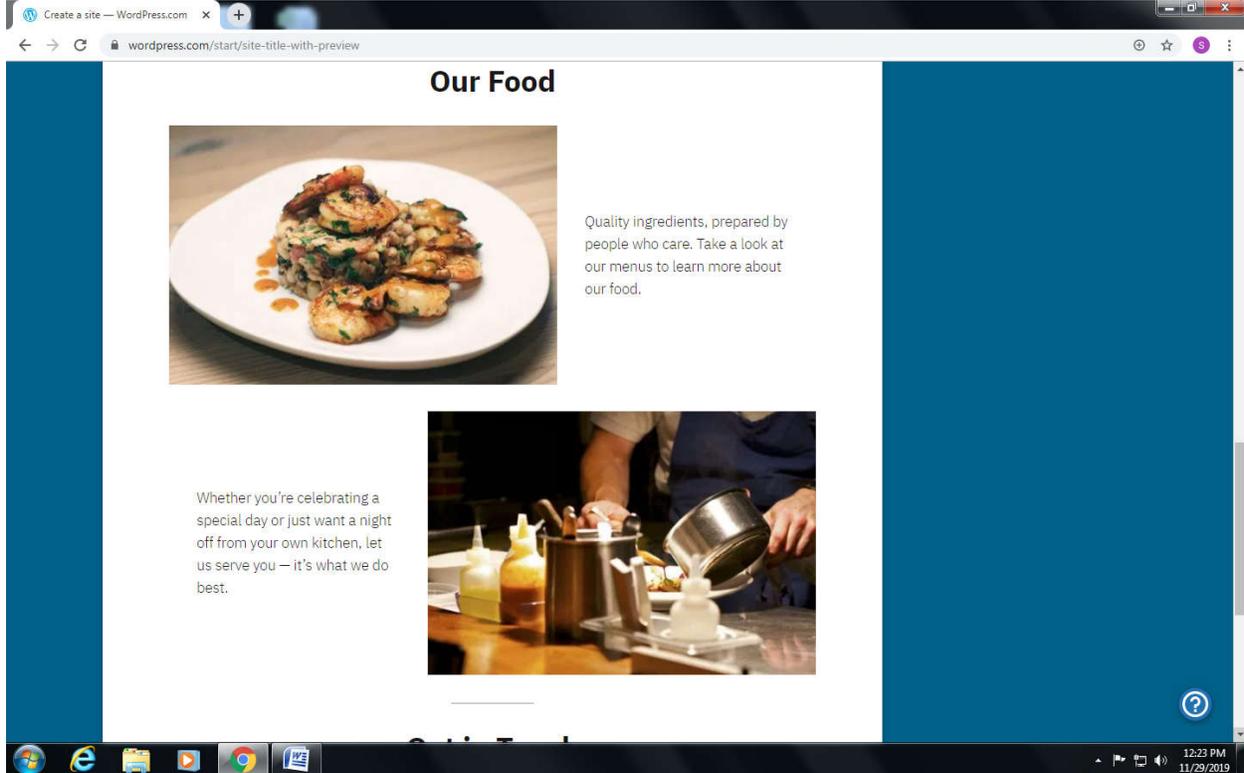


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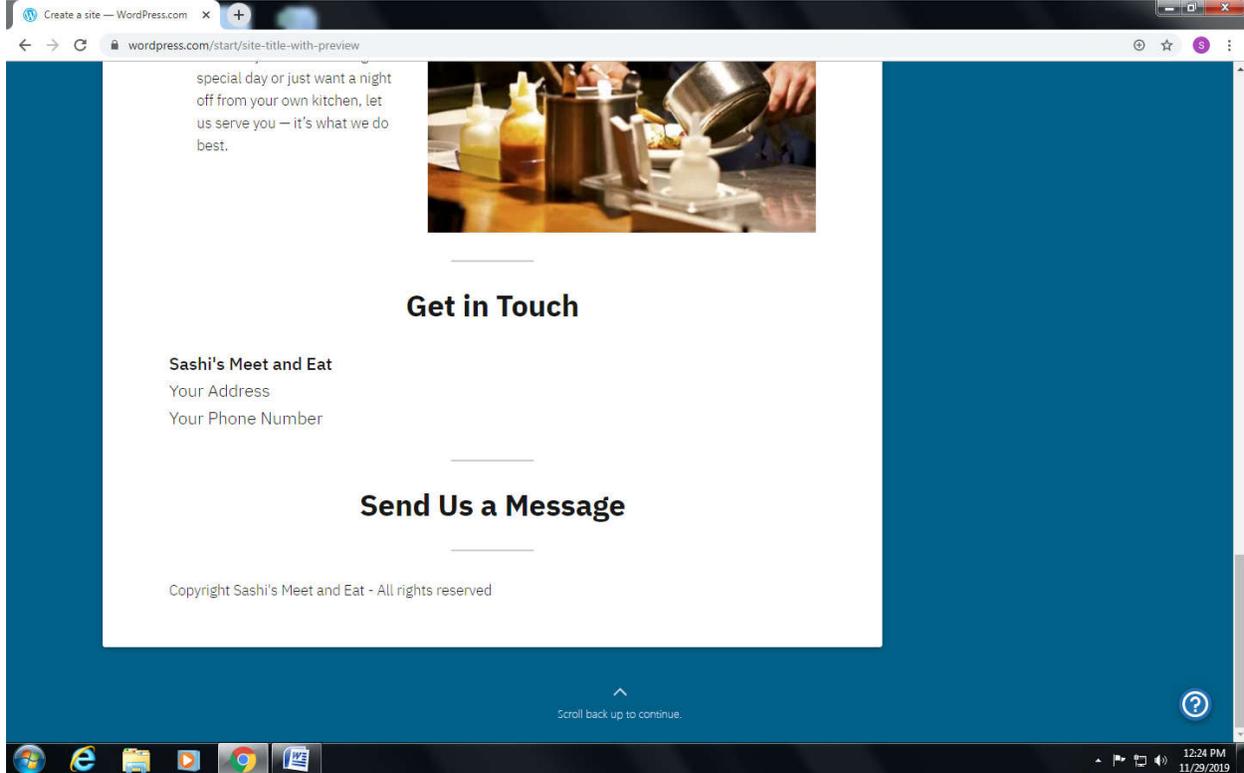


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Let's get your business a domain!
Tell us your business's name or a few keywords, and we'll come up with some suggestions.

Search: sashisheetandeat

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

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

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Step 5 of 5

← Back

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

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

Personal	Premium	Business	eCommerce
Best for personal use	Best for freelancers	Best for small businesses	Best for online stores
₹200	₹350	₹800	₹1,440
per month, billed annually	per month, billed annually	per month, billed annually	per month, billed annually
Start with Personal	Start with Premium	Start with Business	Start with eCommerce
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

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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
1234 1234 1234 1234

Expiry Date
MM / YY

Security Code ("CVC" or "CVV")
CVC

Country
Select 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

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

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.

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.

Use short bursts of water to clean razors.

Use either low-flow shower heads or adjustable flow-reducer devices on your shower heads.

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

Wash only full loads in your washing machine.

Use the shortest cycle possible for washing clothes.

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

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

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

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



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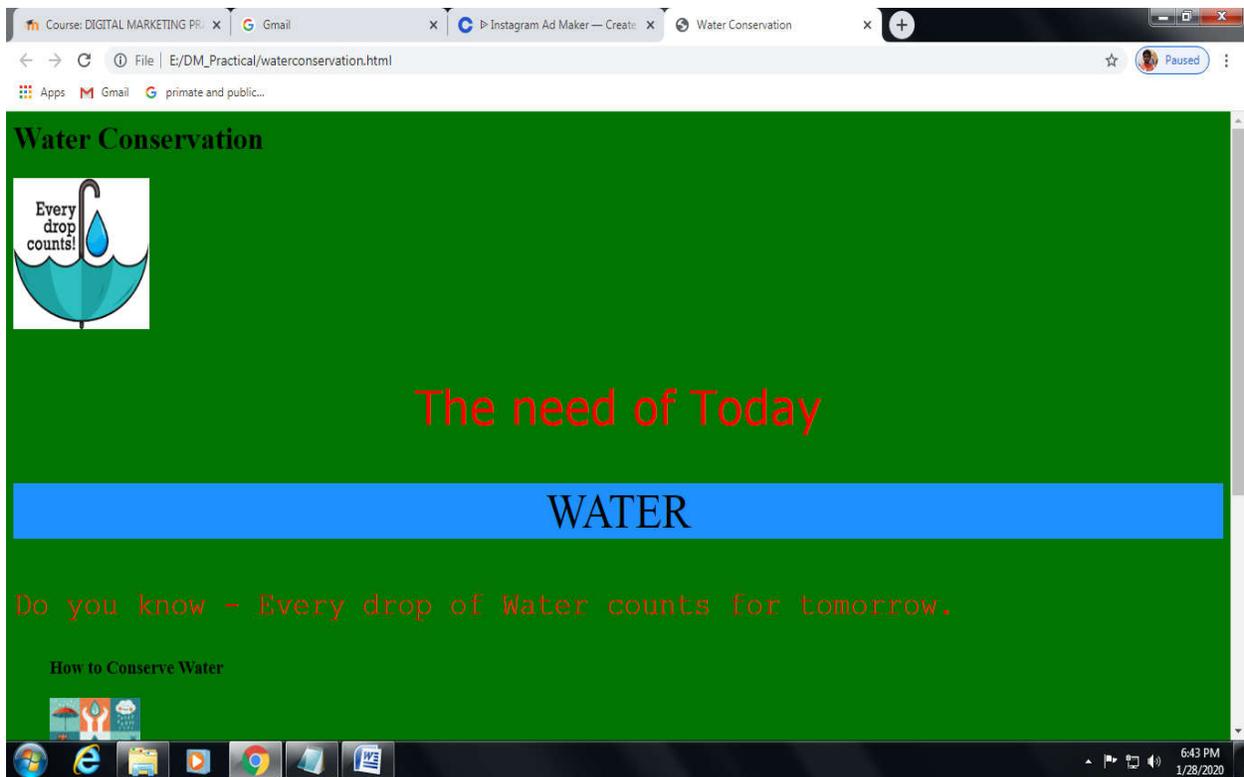
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Learn more on water conservation

</body>

</html>





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A screenshot of a web browser window. The browser's address bar shows the URL 'File | EYDM_Practical/waterconservation.html'. The page content has a blue header with the word 'WATER' in white. Below the header, the text 'Do you know - Every drop of Water counts for tomorrow.' is displayed in red. Underneath, there is a section titled 'How to Conserve Water' with a small grid of icons. A bulleted list of 15 tips for water conservation follows. At the bottom of the page, there is a link that says 'Learn more on water conservation'. The browser's taskbar at the bottom shows various application icons and the system clock indicating 6:43 PM on 1/28/2020.