**Module 4 - Consume: Conversations with Content**

**Q1. You run your own a Digital Marketing agency. You have got a contract from an International Gym Chain which plans to enter India. You are tasked with setting up of the Social Media Marketing plan for the company. Please write in less than 1000 words What will be the steps you will take?**

**Ans 1.**

**Introduction**

After some duration straight back, social networking was thought about younger, cooler kid in your area on the small company marketing website. But as digital overtook the more old-fashioned modes of marketing, now it is a vital technique all people – including fitness studios, fitness centers, and fitness centers to take when new clients. But, like any other marketing step, to stand out amongst millions of various Its Half solved only

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**Q2. You are starting up an online platform which is an online market- place for pre-owned two wheelers. What will be the SEO strategy for your Company? Please write in less than 1000 words.**

**Ans 2.**

**Introduction:**

Search Engine Optimization plan is a detail by detail want to enhance a website’s search engine rankings so that you can catch even more traffic that is organic. This course of action draws from a few foundational pillars, like technical SEO, content strategy, on-page SEO, link constructing and consumer experience. Establishing an on-line program and is an internet market- spot for used two

**Q3. You have just joined learnonnet.com (an online platform for professional educational courses) as digital marketing manager**

**a. What will be your SEO strategy (Less than 500 words)**

**Ans 3a.**

**Introduction**

Search Engine Optimization (Search engine optimization) is the process of generating a web site easy to find, very easy to examine, and simple to classify. This is about helping your own customers pick out our very own expert courses that are educational digital marketing management company from among thousand other companies. Search Engine Optimization is an integral element of any digital marketing technique.

**Concept and application**

**Your own target market:** Search Engine