

5. DIGITAL MARKETING

Digital Marketing:-

Digital marketing also called online marketing is the promotion of brands to connect with potential customers using the internet and other forms of digital communication. Social Media Marketing (SMM), Search Engine Optimisation (SEO), search Engine Marketing (SEM).

- Digital Payment OR E-Payment
- MPOS Machine
- DOPS & Don't of using cards
USSD
- Aadhaar Enabled Payment System
- UPI and BHIM
- wallet
- cyber security

5.1 Digital Payment OR E-Payment

A Digital Payment sometimes called an electronic Payment is the trans. of value from one Payment account to another using a digital device such as a mobile phone, PDS or computer, a digital channel communications such as mobile wireless data or SWIFT.

E - Payment

Online transaction from any reputable vendor are also protected by SSL certificate firewalls, and regular systems scans. Furthermore consumer's are empowered to add extra security layers to online transactions.

5.2 MPOS MACHINE

A Smart Phone, tablet or dedicated wireless device that performs the functions of a cash register or electronic Point - of - Sale terminal (Pos - terminal) wirelessly.

5.3 Dos and Don't of used cars.

Do Reach vehicles before hand. Thanks to the omnipotence of the internet, searching for cars and dealerships has never been easier.

Do set a strict Budget

Do Thoroughly inspect it

Skipping the owner's Manual car user Manual

Don't Floor and Throttle

Don't Slam the brakes

5.4 USSD

USSD -> (Unstructured Supplementary service Data)

A Global system for mobile communications (GSM)

Protocol that is used to send text messages. A similar to short messages service (SMS). USSD codes made up of the characters that are available on a mobile phone.

5.5 Aadhaar Enabled Payment system (AEPS)

AEPS is a bank led model which allows online interoperable financial inclusion transaction at Pos (Micro ATM) through the Business correspondent of any bank using the Aadhaar authentication.

In order to get your AEPS agent registration free and do money transactions easily, all you need to remember is your Aadhaar number.

5.6 UPI and BHIM

BHIM is one the application that works of the underlying UPI technology.

Bharat Interface for Money (BHIM) is an app that lets you make simple, easy and quick Payment transactions using Unified Payment Interface (UPI).

5.7 WALLET

The origin of the word wallet can be traced back from the ancient Greek word kibisis which was the word used to describe the sack carried by the Greek Herms. The main difference between Purse and wallet is the Purse are generally larger than wallets.

5.8. CYBER SECURITY

Cyber Security is the Practice of Protecting systems, networks, and Programs from digital attacks. These cyberattacks are usually aimed at accessing. 5 Type of cyber security

- * critical infrastructure security
- * Application security
- * Network security
- * cloud security
- * Internet of Things (IoT) security