Chapter 5

A Systematic Study of Integrated Marketing Communication and Content Management System for Millennial Consumers

Subhankar Das

https://orcid.org/0000-0001-7344-4583
Duy Tan University, Vietnam

ABSTRACT

This chapter attempts to highlight various types of content management system and targets giving the fundamental original concepts to SEM and SEO. The learning outcome will be getting an all-encompassing thought of SEO idea alongside content management system along with becoming accustomed to the content management framework which will help in getting a good page ranking for the web page. Digital marketing is a platform that helps to share feelings, information, and attitude. It makes great impact on our lives. Digital technologies changed everyone's lives and marketers get the chance to know about customer's habit, technologies, and preferences that are not possible in other conventional marketing channels. It improves integrated marketing communication and to get in touch with customers in small budget or cost. Selection of the right marketing communication channel is the strategy of the business to compete in the communication field.

INTRODUCTION

The content management system (CMS) is a software that helps in content creation, editing, organizing & publishing them in different platforms. looks for different types of editing that helps in encourages making, altering, sorting out and distributing content. WordPress is a Content Management System, that enables you to make and promote contents on the digitalized mediums.

Web content management is a tool that furnishes an association with an approach to oversee digitalized data on web site through making and keeping up content without any previous knowledge of website development or hypertext markup language (HTML). Management of web content can have helpful efficient business applications in creating bits of knowledge for decision making and delivering value-based outputs.

Phase I

In this phase, websites are developed by simple text editor & manually edited HTML. Developed will upload files to the server as static web pages. For modification of anything, developer will edit the files & then repeat the whole process of uploading repeatedly. Since, websites are having more dynamic content slowly and slowly as they are passed through time, it become a prudent requirement to have a progressive user-friendly software. So, here the main languages for web development slowly let their presence felt for dynamic content and developers started using PHP, Perl & likewise software languages for website developments.

Phase II

When Mambo, Joomla, Drupal, and likewise frameworks entered the market, website creation accelerated drastically. You would introduce CMS on your server, select the format and have a website can be completed in 60 minutes.

However, and, after its all said and done, we were all the while discussing very well-informed clients utilizing those tools. You don't require an in-your-face specialist to set up a website for you, yet despite everything, you couldn't do it all alone. WordPress was normally utilized by either code using website developers or do-it-yourself trained developers.

Another upheaval revolution started with advent of high-speed internet connections to all. More organizations needed website all of sudden very quickly to reach out to customers online. This rapid demand brings out various differentially designed content management systems directed at amateur bloggers, specialists and any individual who needed to have a virtual online presence through own websites .

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