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## Inspections en cours pour Rocket, Spacecraft

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Les ingénieurs du Kennedy Space Center de la NASA en Floride sont en train de préparer la fusée Space Launch System (SLS) et le vaisseau spatial Orion pour la prochaine tentative de lancement en novembre pour la mission Artemis I. Les vérifications effectuées cette semaine permettront à la NASA de finaliser le calendrier des travaux avant de ramener SLS et Orion sur la rampe de lancement 39B.

Artemis - Bleu7.com

Depuis la reprise du travail après l'ouragan Ian, les équipes ont étendu les plates-formes de travail autour de SLS et d'Orion pour évaluer l'extérieur et accéder aux composants internes. Les inspections extérieures noteront toute mousse ou liège du système de protection thermique de la fusée ou de l'engin spatial qui pourrait avoir besoin d'être réparé. Les équipes remplaceront les batteries de vol de l'étage intermédiaire de propulsion cryogénique et des boosters, ainsi que les batteries du système de terminaison de vol des boosters et de l'étage central.

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Les travaux comprendront également la recharge des CubeSats qui sont équipés pour être rechargés et qui ont choisi de le faire. À l'intérieur d'Orion, les travaux comprendront le réapprovisionnement des spécimens et des batteries pour les investigations biologiques à l'intérieur de la capsule, ainsi que la recharge des batteries associées aux accéléromètres du siège de l'équipage et aux expériences de rayonnement spatial.

Alors que les équipes à l'intérieur du bâtiment d'assemblage de véhicules effectuent les vérifications, les gestionnaires se coordonnent avec l'US Space Force pour réserver des dates de lancement sur la gamme orientale et travaillent avec d'autres parties de l'agence pour évaluer les contraintes potentielles avant que la NASA ne fixe une date cible pour le prochain tentative de lancement.

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Bien que la région de Kennedy ait reçu des impacts minimes de l'ouragan Ian, de nombreux membres de l'équipe qui vivent plus à l'ouest ont subi des effets plus importants de la tempête et sont toujours en convalescence. Les gestionnaires travaillent avec des équipes pour s'assurer qu'ils disposent du temps et du soutien nécessaires pour répondre aux besoins de leurs familles et de leurs foyers.

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## **Be found - Be connected**

Digital marketing refers to any marketing activity that uses digital channels to promote a product, service, or brand. Digital channels include search engines, social media platforms, email, mobile apps, websites, and other digital media. Digital marketing is important because more and more people are spending time online, and businesses need to reach their target audience where they are spending their time.

These are just a few examples of digital marketing strategies. The key to a successful digital marketing campaign is to identify your target audience, select the right channels, create valuable content, and track and measure your results to continually improve your strategy.

## **SEO**

SEO, or search engine optimization, is a digital marketing strategy that involves optimizing your website and its content to rank higher in search engine results pages (SERPs) and drive more organic traffic to your site. The goal of SEO is to make it easier for search engines like Google to understand what your website is about and to provide valuable and relevant content to users who are searching for information related to your business or industry.

SEO is an ongoing process that requires continuous monitoring, tracking, and optimization to achieve and maintain high search engine rankings. It's also important to keep up-to-date with the latest SEO best practices and algorithm updates to ensure that your website stays ahead of the competition.

## **PPC, or pay-per-click advertising**

PPC, or pay-per-click advertising, is a digital marketing strategy that involves placing ads on search engine results pages (SERPs) or social media platforms and paying for each click on the ad. PPC ads are typically shown at the top or bottom of search engine results pages, or within social media feeds, and they are marked as ads to differentiate them from organic search results.

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PPC advertising works on an auction system, where advertisers bid on the keywords and phrases they want to target, and the ad platform (such as Google Ads or Facebook Ads) selects the winning ad to display based on a variety of factors, including bid amount, ad quality, relevance, and other factors.

PPC ads can be highly targeted, allowing businesses to reach specific audiences based on demographics, interests, behaviors, and other factors. They can also be optimized for specific goals, such as driving website traffic, generating leads, or increasing sales.

PPC advertising can be complex and requires ongoing monitoring and optimization to achieve the best results. It's important to have a clear strategy, set realistic goals, and continually test and refine your campaigns to ensure they are delivering the best possible results.

## **Social media marketing**

Social media marketing is a digital marketing strategy that involves using social media platforms like Facebook, Instagram, Twitter, LinkedIn, and others to build brand awareness, engage with customers, and drive traffic to your website.

Social media marketing typically involves creating and sharing content, such as images, videos, and text-based posts, that are designed to engage and entertain your audience, promote your products or services, and build brand loyalty. Social media marketing also involves interacting with your followers and responding to their comments and messages.

To be successful in social media marketing, it's important to have a clear strategy, set measurable goals, and consistently create and share high-quality content that resonates with your target audience. It's also important to track and measure your results and continually refine your approach to ensure you are achieving the best possible outcomes.

## **Email marketing**

Email marketing is a digital marketing strategy that involves sending targeted emails to your subscribers or customers to promote your products or services, build relationships, and drive conversions. Email marketing can take many forms, including newsletters, promotional emails, product updates, and more.

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To be successful in email marketing, it's important to have a clear strategy and set measurable goals. This involves building a quality email list of subscribers who have opted-in to receive emails from your business, creating engaging content that resonates with your audience, and consistently testing and optimizing your campaigns to achieve the best results.

It's also important to comply with email marketing regulations, such as the CAN-SPAM Act, by including clear opt-out links and contact information in your emails and avoiding misleading or spammy messaging.

## **Content marketing**

Content marketing is a digital marketing strategy that involves creating and sharing valuable, relevant, and consistent content to attract and retain a clearly defined audience, with the goal of driving profitable customer action.

Content marketing can take many forms, including blog posts, videos, infographics, podcasts, social media posts, and more. The key is to create content that provides value to your target audience and aligns with your business objectives.

To be successful in content marketing, it's important to have a clear strategy and set measurable goals. This involves identifying your target audience, understanding their needs and interests, and creating content that aligns with their preferences and expectations.

It's also important to consistently create and share high-quality content that is optimized for search engines and promoted through social media and other channels. This involves creating a content calendar, conducting keyword research, and leveraging analytics and other tools to track and measure your results and continually refine your approach.

## **Affiliate marketing**

Affiliate marketing is a digital marketing strategy where a business partners with an affiliate or publisher to promote its products or services in exchange for a commission on sales or leads generated through the affiliate's efforts. This means that the affiliate promotes the business's products or services on their website or other digital channels and earns a commission for each sale or lead that they refer.

To be successful in affiliate marketing, it's important to choose the right affiliates and build strong relationships with them. This involves identifying affiliates who are a good fit for your business and who have an audience that aligns with your target market.

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It's also important to provide affiliates with high-quality promotional materials, such as banner ads and product descriptions, and to track and measure the results of your affiliate marketing campaigns to continually refine your approach and optimize your results. Additionally, it's important to comply with relevant laws and regulations, such as the Federal Trade Commission's guidelines on endorsements and testimonials.

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