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## Les quipes sont sur la bonne voie pour le dploiement dArtemis I sur la rampe de lancement

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Les équipes sont sur la bonne voie pour faire rouler la fusée du système de lancement spatial et le vaisseau spatial Orion du bâtiment d'assemblage de véhicules (VAB) à la rampe de lancement 39B au plus tôt le vendredi 4 novembre avec le premier mouvement ciblé pour 00 h 01 HAE.

Les réparations mineures identifiées par des inspections détaillées sont pour la plupart terminées. Des préparatifs sont en cours pour préparer le lanceur mobile et le VAB au déploiement en configurant les bras et les ombilicaux du lanceur mobile et en continuant à rétracter les plates-formes d'accès entourant SLS et Orion à mesure que les travaux sont terminés.

Les essais du système de contrôle de la réaction sur les propulseurs à fusée solide jumelés, ainsi que l'installation des batteries de vol, sont terminés et ces composants sont prêts pour le vol. Les ingénieurs ont également remplacé les batteries de l'étage de propulsion cryogénique provisoire (ICPS), qui a été mis sous tension pour une série de tests afin de s'assurer que l'étage fonctionne correctement. Les équipes ont terminé avec succès les contrôles de confiance finaux pour l'ICPS, l'adaptateur d'étage du lanceur et la jupe avant de l'étage principal.

Les équipes continuent de travailler dans la zone intertank de l'étage central et de la partie supérieure des boosters pour remplacer les batteries. Ces zones resteront ouvertes pour soutenir les activités restantes des batteries et des systèmes de terminaison de vol. Les tests du système de terminaison de vol commenceront la semaine prochaine sur l'intertank et le booster et une fois terminés, ces éléments seront prêts pour le lancement. La charge des charges utiles secondaires dans l'adaptateur d'étage Orion est terminée.

Les équipes ont rechargé, remplacé et réinstallé plusieurs des instruments de rayonnement et l'accéléromètre du siège de l'équipage à l'intérieur d'Orion avant la fermeture du module de l'équipage pour le roulis. Les techniciens rafraîchiront les spécimens pour la charge utile de biologie spatiale sur la rampe de lancement. Les écoutilles du module d'équipage et du système d'abandon du lancement sont fermées pour le roulage vers le pad, et les ingénieurs effectueront les fermetures finales au pad avant le lancement.

Les équipes prévoient de déplacer le transporteur sur chenilles en position à l'extérieur du VAB avant de rouler dans l'installation au début de la semaine prochaine. L'agence continue de viser une date de lancement au plus tôt le 14 novembre à 00 h 07 HAE.

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.

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

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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.

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.

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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.

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

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guidelines on endorsements and testimonials.

#### **POSTED BY**

NASA, James Webb, Hubble Space Telescope

**Address** 111 Av du Main

**Contact Person** Marketing

**Mobile Number** 646660078

**Email** marketing@bleu7.com

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