**Digital Marketing**

 **December 2021 Examination**

**Q1. Explain the four dimensions that determine digital presence of a company, with relevant examples. (10 Marks)**

**Ans 1.**

**Introduction**

A corporation's digital presence is essential when talking about new business trends in a pandemic scenario. Further, while beginning a covid state of affairs, human beings face specific problems, including sanitization and social distancing norms that affect market growth and business competition level. Furthermore, a few businesses are losing their business because of the spreading of this disorder that isn't always top for markets and people's fitness. After that, the trend of digital business transformation is coming, affecting and attracting customers toward Its Half solved only

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**2. You are a local baker famous around 2kms radius of your establishment. Discuss the Business moments across customer journey path with TOOLS that you will be using to get your bakery famous across the whole city spanning 50 kms radius. (10 Marks)**

**Ans 2.**

**Introduction**

Customer journey is all about the mixture of poor and adequate studies because they get products sometimes according to their requirements and once in a while get exclusive merchandise from companies. Further, the organization is constantly seeking to prioritize the clients' demands and discover the best works that employees can do to make them happy for each customer in the business. Furthermore, organizations are increasing their communication and developing

**3. You run a fitness centre in a local area.**

**a. Write a Google AdWords Search Campaign for the same. (5 Marks)**

**Ans 3a.**

**Introduction**

In addition, everyone is aware of fitness centers and Google's advert words campaign search, which helps prepare new business and speedy offers business info online. Moreover, Google ad phrases assist in connecting tens of millions of people with business and supplying effective or easy methods of business undressing. However, good-sized quantities of information are

**b. Explain the keyword bidding strategy you shall be using for the same (5 Marks)**

**Ans 3b .**

**Introduction**

Similarly, keyword bidding is a new practical online method that leaders choose to obtain their customer's goals in a powerful area of interest and marketplace subject. Furthermore, there are one-of-a-kind bidding strategies available in the market according to the services of different