**Digital Marketing**

**April 2022 Examination**

#

**Q1. You are into selling of bed mattreses online. Discuss the digital strategy impact factors with relevant examples (10 Marks)**

# Answer 1.

## Introduction

The virtual approach may be defined because of the technologies that can be used in business to enhance its overall performance within the market and to approach some excellent offerings to their clients. It facilitates in producing some new products and also reinvents the existing products. It usually presents the path an employer must take to create specific competitive advantages through superior technology. For enforcing this method, the organization wishes to broaden its enterprise fashions and introduce the new technology to similarly use in some Its Half solved only

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# Q2. You are a digital marketing manager for an event house that specializes in bachelorette parties . Write an email for the same, that you want to send to the freshly procured email list. (10 Marks)

# Answer 2.

## Introduction

In the current world, digital marketing is one of the crucial topics present. Within the international of globalization and the internet, digital marketing is one of the critical matters this is wanted for any business. Using modern technology is one of the critical things required in virtual advertising. This is a digital advertising company that specializes in bachelorette parties. The intention for this is to ensure a superb market wherein bachelors can experience their parties and the human beings round it may understand about it. As a virtual marketer, the work ensures

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# Q3. You are into the selling of beauty creams made out of herbs that you procure from local farmers to help them in their living.

# a. Explain how will you use the 4P’s of a digital sales letter to attract clients (5 Marks)

# b. Design a search ad for the same (5 Marks)

# Answer 3(a).

## Introduction

As the seller of splendor lotions made out of some herbs that might be being procured from the nearby farmers to assist them of their dwelling, the seller wishes to put into effect the 4 ps of virtual advertising into the sales to appeal to customers.

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# Answer 3(b).

## Introduction

Designing a search advertisement for beauty cream promoting needs to put in force the 4 ps of the marketing because it will consist of all the essential elements for marketing a product. Further, the layout will encompass a few fundamental rules for developing a website for