**Module 2- Catch: Marketing Framework for the connected consumer**

**Q1. As a consultant of Marketing, can you use McKinsey’s Consumer Decision Journey for the purchase of a new Mobile Phone by a B2C Consumer?**

**Ans 1.**

**Introduction:**

The flare-up around promoting blockers on cellular devices is simply the latest salvo into the digital-technology “arms competition” who has made today’s consumer a solid power. From social networking to mobile devices, engineering has offered customers unprecedented power to contrast costs, whine loudly, and locate best discounts. This tipping of these balance of power and only buyers has-been apparent for many years. In '09, we stated that the conventional “funnel” model—in which Its Half solved only

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**Q2. As the digital marketing consultant to Suzzle Mobikes, a new company dealing with electronic two wheelers, can you explain the concept of Paid, Owned and Earned Media.**

**Ans 2.**

**Introduction:**

A digital marketing expert specializes in building, implementing, and keeping track of a business' paid and organic online marketing ways. Hiring a marketing that is digital comes in useful whenever you lack: familiarity with the marketing basics to enhance your organization.

The services of digital marketing professionals change as per your requirements. Some will simply handle specific marketing campaigns. Other people will oversee your entire marketing plan

**Q3. Home stay Ltd., a website dealing with providing home stays to people at various tourist locations has just come to know about referral traffic that can boost their sales**

**a. Can you explain the concept of Paid Referral Traffic?**

**Ans 3a.**

**Introduction:**

Traffic from search engine results that's the total results of paid marketing and advertising via Google Ad keywords or any other paid research system. Referral: Traffic that occurs any time a consumer locates you via a webpages other than a biggest website.

**Concept and application**

Tips to Build Referral Traffic

Listed below are a few secrets and tips that will help