**Module 3- Connect: Marketing to the connected consumer**

**Q1. You run a business of selling homemade food for bachelor students around your area through a business social page of yours. Explain which social media page (network) will you use and how you will let your business transition from the traditional 4P’s to the digital 4C’s in digital space.**

**Ans 1.**

**Introduction:**

It really is becoming more and more evident that individuals tend to be moving all of our focus from traditional to digital in order to properly grapple making use of the IT and world that is internet. Into the existing landscaping, exactly how will you rise, capture attention and speak to your customer’s cardio. Based on whenever you dove much deeper in to the world that is exciting of, you had been possibly released with the marketing mixture of 4Ps or even the expansion of these to 7Ps that Its Half solved only

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**Q2. You run a fitness centre in a local area. Write a Google Ad Words Search Campaign for the same.**

**Ans 2.**

**Introduction:**

In addition to that, most people are alert to fitness facilities and Google's advert words campaign search, which helps cook business that is new quick offers business info online. Also, Google ad terms aid in hooking up tens of many people with business and supplying easy or effective types of business undressing.

Google’s advertising

**Q3. You are planning to open a modern-day sports complex in a remote rural area of Jharkhand where its rare amongst families to send their children to such bigger facilities, though the families have high spending power.**

**a. Design and explain the value journey canvas you will use as a marketing manager of**

**the place, using digital methods.**

**Ans 3a.**

**Ans 3a.**

**Introduction:**

The inbound marketing methods is useful, and it's a resource to regularly to comprehend the most basic tips to need working to change a complete stranger right into a customer as well as a promoter. In each period for this model, we digest exactly