**Digital Marketing**

# September 2022 Examination

**Q.1 M/s Schoolykids is a brand that sells school bags, stationary products, water bottles, school shoes, etc. The company is known for its quality products and a large variety of design that is liked by school kids. The company wants to reach the mass audience, and that is the reason that company has kept their product prices low. The company is planning to go online and sell its own product on its own website with the name www.schoolykids.com The Company has no online presence and has never done any online activities.**

**1. As a consultant to the company, suggest various ways to promote the brand online.**

**Ans 1.**

**Introduction**

Market presence for a company is defined because of the significant changes that assist manage and discussing purchaser demand based on efficiently defining the work demand. Furthermore, the influential business messages and attributes are held to managing business demand and bringing indirect and direct business presence in the marketplace. However, market access was introduced to the service demand. It helped address the exporting services, including low business risk and fast entry in business demand for selling the modifications and organizing the

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**Q2. Explain the 6S Digital Marketing Implementation Strategy for the brand school kids.**

**Ans 2.**

**Introduction**

Digital marketing includes useful references and advertising business alternative modifications with growing the design of online business presences and handling the services demand with managing the work-existence changes in current situations. It will represent the information about beginning digital marketing and its unique 6S elements for representing the business demand. Further, digital marketing, online services presence, and demand to advocate correct services are added to the complete services by exploring the demand and managing the reviews

**Q3a. As consultant to the company, describe and explain to the management of the School kids the difference between Brick and Mortar and Brick and Click models. (5 Marks)**

**Ans 3a.**

**Introduction**

Further, management services for business growth are added to the services related to pleasant control, changes, business inspection, and regulating the modifications with dealing with the vending evaluations and addressing the licensing values of organizations. It’ll add organizations'

**Q3b. Explain to the board of school kids the four dimensions on which the extent of digital presence can be measured?**

**Ans 3b.**

**Introduction**

Further, digital services presence is required for current business because the whole lot is delivered on line operating that realizes the simpler strolling of the company with managing the business standards and beneficial services advantages in the market adjustments. It will be involved in this content that markets virtual presences and dimensional values that manage the