**Digital Marketing**

**December 2022 Examination**

## The company “Inno-we” launches a new variant of its product every three months to stay relevant. They have their products in two categories namely Earbuds and smartwatches.

## • “HearNow” is an established brand in the earbuds market. The company is successfully selling earbuds with the latest technology like noise cancellation and Bluetooth 5.0.

## • “Track It” is a newly launched smartwatch brand that is most affordable to Indian Consumers. The brand has brought many innovations to its product.

## Q1. The company has a plan to spend money on promotions using traditional and Modern marketing. As a marketing consultant for Track It Brand, explain the difference between Traditional and Modern marketing and suggest with reasons the one that the company should undertake for their brand Track It. (10 Marks)

## Ans 1.

## Introduction

For an organization to run successfully requires a suitable marketing method. There can be two kinds of marketing techniques, namely traditional and modern marketing. Companies or organizations can use either approach to improve their marketing plan and worth and get optimal benefits. A company requires such methods to establish goals, execute them, intend activity, and work according to the plans appointed by the organization. It requires proper planning on which strategy could be considered a sensible approach for far better gains. Pithily, traditional marketing concentrates on items It is only half solved

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## Q2. What are the various Digital Business factors that will impact the Business strategy of Inno- we? (10 Marks)

## Ans 2.

## Introduction

For a business to function efficiently, particular aspects influence business policies. These might likewise include digital business aspects that influence business approach. These factors consist of the complete financial Status of the company, the required budget, and specific investments. Business strategies also provide analytics, clouding, computing, flexibility, and participation in social media sites. Along with the usage of human resources or labor force, there stands a rising fondness for technological growth. The digital business consists of participating in all digital

# Q3a. Explain various ways to promote Track It brands online. (5 Marks)

# Ans 3a.

## Introduction

There are various techniques to promote a product online. Online promotion consists of digitally offered platforms. These platforms enable a large audience to collect and, thus, bring about better product sales. These may include the application of all the available social media platforms. Search Engine Optimization of products is likewise of excellent relevance. Item description,

## Q3b. Explain various types of Digital Pricing models and explain with reason one that you will use for the Brand Track it. (5 Marks)

## Ans 3b.

## Introduction

Including the promotion of an item, its digital involvement, and public awareness, there are specific digital pricing models that can be used for an item. The numerous digital rates devices are tiered prices, pay-per-use rates, Premium rates, dynamic prices, and digital subscriptions. These rates tools are associated with better sales of the item. The various digital pricing models