**Digital Marketing**

**December 2022 Examination**

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# 1. A fashion retailer plans to use social media as an important marketing tool for increasing customer engagement and building brand loyalty. What will be a good social media strategy and how can the fashion retailer make an effective use of social media for increasing customer engagement and brand loyalty (10 Marks)

# Ans 1.

# Introduction

Social media has grown to be a fundamental advertising tool for design bundles. The global internet-based design market is predicted to reach $872 billion by 2023, with seventy 4% of shoppers depending on informal teams to help them make buying choices. The design industry's focus on means of taste, life, and subculture give advertisers sufficient opportunities to utilize web-based complete entertainment to require enhancement, boom symbol loyalty, and power people to wearable plans driving design brands are likewise demonstrating the energy of advertising online recreation throughout multiple channels.

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# 2. Do you think that content plays a pivotal role in all aspects of digital marketing? Explain how Red Bull has adopted content marketing as an important component of their brand communication strategy? (10 Marks)

# Ans 2.

# Introduction

Content is brand money. It's authenticity, community involvement, and what we return for the money invested. This is just how we build relationships with our customers. This is precisely how one meditates and obtains notice in the endless web stretch. Most importantly, this year, we need to ensure we placed sources into creating what works for us: pleased ads starred content, and branded newsrooms. Content is essential to the brand. That's what we give up in return for our dedication, community involvement, and cash spent. This is the way

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# 3a. Do you consider search engine marketing done either through paid advertising or search engine optimization a very good digital tool for customer acquisition? Elaborate your answer with examples. (5 Marks)

# Ans 3a.

# Introduction

SEM is used to integrate both paid unlimited website rationalization (web optimization). Some say that SEM consists of everything that works to make your website easier for web crawlers to find, such as SEO and third-party references, yet the limits go from there. The current interpretation primarily suggests a basic paid search. Web search tools Distros such as

# 3b. An online advertiser would ideally want keywords that have low bid amount, low completion and high traffic. However, high traffic keywords attract more bidders. How can the online advertiser attain a trade-off between cost and traffic? (5 Marks)

# Ans 3b.

# Introduction

If you want to get to new and specific target markets quickly, promoting your online Busi is a precise requirement. Whether you like it or otherwise, the natural array is more difficult and more brutal to accomplish. Naturally, putting actual money on the table from natural social