**Digital Marketing**

**April 2023 Examination**

**Q1. Digital is the use of technology for marketing purpose and involves an understanding of the business context for designing digital marketing strategies. Explain with examples as to why an understanding of business context is necessary for designing digital marketing strategies.**

**Ans 1.**

**Introduction**

The term "digital advertising" refers to a marketing method that uses the internet and other digital media. This approach targets to increase the level of data that customers have approximately a specific service or product. To publicize products or services, businesses can participate in what is known as "internet marketing." This type of advertising uses a broad type of digital media, along with the internet, mobile phones, social networking websites, search engines, and other similar assets.

They are considering the advent of the net in the 1990s, and digital advertising has become

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**Q2. Consider yourself as the digital marketing head of a new Smartphone brand being launched in India. How would you use display advertising and YouTube advertising to promote the launch of your smartphone brand**

**Ans 2.**

**Introduction**

Over the last numerous years, advancements have been made simultaneously within the data technology region and the advertising enterprise. These days, the word "mobile advertising" has received increasingly not unusual use. It's miles an efficient approach for beginning conversations with potential customers. The internet advertising and marketing Bureau (IAB) researched the industry in 2018 and discovered that mobile advertising accounted for 65.1% of the total money earned by online

**Q3a. Influencers play a major role in social media campaign success. Critically evaluate this statement**

**Ans 3a.**

**Introduction**

The proliferation of social media systems has now revolutionized how facts are communicated; it has also made it extra challenging for businesses to get their messages in front of the most likely to be interested in their items and

**Question 3b: The convergence of online and offline media is the future of marketing. Explain the statement with examples.**

**Ans 3b.**

**Introduction**

Traditional marketing is now and then neglected because it is believed that the digital marketing industry is worth one trillion bucks. Forward-wondering forms of digital advertising, which include advertising and marketing as a service, cognitive marketing, and