**Digital Marketing**

**June 2023 Examination**

**A small business owner is trying to decide how to allocate their marketing budget for the coming year for M/s Fresh Blossom. The company deals with selling flowers to the final customers. They have 50+ retail stores in major cities. The company specializes in imported flowers.**

**They have historically relied on traditional marketing methods, such as print ads in local newspapers and flyers distributed in the community. However, they've been hearing a lot about the benefits of digital marketing, and are considering shifting some of their marketing budgets to digital channels.**

**1. The owner wants to understand the interaction points of the Marketing and Consumer**

**Funnel stages so that he can take appropriate decisions for the organization. (10 Marks)**

**ANS 1.**

**Introduction**

The marketing funnel can be described as the purchase funnel, a visual representation of all the steps a purchaser must go through before buying a service or product. It was initiated in 1910 while American logician John Dewey introduced the five stages customers go through before, during, and after purchasing a good or provider.

The purchaser decision system involves the following ranges: need/problem recognition, insights studies, evaluation of options, buying selection, and put-up-buying behavior. Over time, this idea got large and evolved into the contemporary marketing funnel, which focuses

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**2. Explain 6S Digital Marketing Implementation Strategy for Fresh Blossom. (10 Marks)**

**ANS 2.**

**Introduction**

Organizations seek ways to improve their work environment, consumer satisfaction, and employee engagement.

The 6s method lets corporations construct new protocols to grow workplace safety and productiveness. If we control an employer or a crew, learning and grasping extra about the 6s technique and why it's helpful may benefit us.

The 6s method may be defined as a machine that focuses on sustaining and selling high tiers of protection and productivity

**Q3a. What are some of the key differences between traditional and digital marketing, and how might these differences impact the small business owner's decision? (5 Marks)**

**ANS 3a.**

**Introduction**

**Differences between Traditional Marketing and Modern Marketing**

|  |  |  |
| --- | --- | --- |
| **Parameters** | **Traditional Marketing** | **Digital Marketing** |
| Basics | It can be defined as advertising and promoting a service or a product using traditional methods, such as  | It can be defined as advertising or promoting a service or a product using  |

**b. What are the various social media platforms that you will use to promote Fresh**

**Bloom? Explain the same with reasons. (5 Marks)**

**ANS 3b.**

**Introduction**

As discussed above, there are many methods of digital marketing. As it's far more efficient and powerful than conventional advertising, humans are transferring from traditional to digital and contemporary techniques. Current plans provide much more insight and offer