**Digital Marketing**

**September 2023 Examination**

**1. Social media has become an integral part of consumers shopping experience. Social media isn’t just a marketing option but a major component of business strategy for brands like Nike, Spotify, Starbucks, and Dove. As part of their business strategy, Nike, Spotify, Starbucks, and Dove have developed highly successful and effective social media strategies to connect and engage with their customers. What are the common social media strategies these brands have adopted to run effective social media campaigns?**

**Ans :**

**Introduction:**

Social media has revolutionized the way organizations connect to their target audience. It has end up an crucial part of the purchaser purchasing enjoy, permitting manufacturers to interact, inform, and have interaction with their clients on a whole new stage. For businesses like Nike, Spotify, Starbucks, and Dove, social media is not only a advertising choice however a vital thing of their average business method. those brands have successfully leveraged social media to construct sturdy consumer relationships, increase logo awareness, and pressure sales. this text will explore the standard social media strategies these manufacturers adopt to run effective social media It is only half solved

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**2. Affiliate marketing is one of the most lucrative options for publishers to monetize their web content. Amazon Associates, Flipkart Affiliate, Reseller Club, BigRock Affiliate, and ClickBank are some of the best affiliate platforms programs in India. Analyze the affiliate platforms mentioned above and suggest the best practices for an effective affiliate marketing.**

**Ans :**

**Introduction:**

Associate marketing has emerged as one of the most famous and profitable options for publishers to monetize their net content material. By partnering with associate systems, publishers can earn commissions by promoting products or services and driving income or lead through their associate hyperlinks. In India, numerous affiliate structures have won prominence, which include Amazon buddies, Flipkart affiliates, Reseller membership, BigRock associates, and ClickBank. This analysis will examine these affiliate systems and explore the best practices for powerful affiliate marketing.

**3. a) ‘Satva’ is a sustainable active wear ecofriendly brand that creates ethical and socially responsible products in India. The brand has an all-natural approach to organic cotton cultivation, free from pesticides and fertilizers. You are the content manager of ‘Satva’ and there is no budget constraint for hiring an influencer for content marketing. Who would you hire as an influencer for content marketing and your social media campaign and why?**

**Ans :**

**Satva's Sustainable Active Wear: A Revolution in Ethical Fashion**

**Introduction:**

Clients increasingly seek sustainable and eco-friendly alternatives across various industries in the modern world, where environmental cognizance is rising. In the fashion enterprise, one emblem is dedicated to ethical practices, social responsibility, and all-herbal materials. Welcome to Satva, a sustainable activewear logo revolutionizing how we view and experience health apparel.

**b) You are the Director of a reputed Business School in Aurangabad, Maharashtra that is organizing a higher education conclave on ‘New Education Policy 2020’ in a week’s time. The participation in conclave is through invitation and you want to invite Vice-Chancellors, Directors, and Principals of higher education institutes in Marathwada region to attend the conference. How are you going to plan and execute an effective email campaign ensuring participation by Vice-Chancellors, Directors, and Principals of higher education institutes in Marathwada?**

**Ans :**

**Subject: Invitation to the Higher Education Conclave on 'New Education Policy 2020'**

**Dear [Name of Vice-Chancellor/Director/Principal],**

I hope this e-mail finds you in proper fitness and high spirits. I'm asking you warmly and your esteemed institution to attend a better schooling Conclave on 'New training policy 2020', organized by using [Name of Business School], Aurangabad, Maharashtra. The Conclave aims to convey ideas to leaders, academicians, and directors from the Marathwada place to