**Digital Marketing**

**September 2023 Examination**

**Case:**

**You have been appointed as the marketing manager for an exquisite high-end luxury hotel chain known for its opulent accommodations and impeccable service. The hotel caters to affluent and discerning travellers seeking extraordinary experiences. With its iconic locations in the world's most prestigious destinations, the hotel offers breathtaking views, meticulously designed suites, and an array of exclusive amenities such as private butler service, fine dining restaurants curated by renowned chefs, and luxurious spa facilities. The hotel's target customers are sophisticated individuals who appreciate the finer things in life, including personalized attention, privacy, and a seamless blend of elegance and modernity. They seek a haven of indulgence, where every detail is thoughtfully crafted to exceed their expectations.**

**1. Explain how you would apply the concept of the 8Ps to develop an effective marketing mix for the luxury hotel chain. Provide a detailed description of each P and its relevance in the context of the luxury hospitality industry. (10 Marks)**

**Ans:**

**Introduction:**

The concept of the 8Ps can be correctly applied to broaden a comprehensive marketing mix that aligns with the logo's positioning and caters to the desires and desires of affluent and discerning travelers. The luxury hospitality enterprise demands a unique technique, focusing on turning in super experiences and creating a sense of exclusivity for the target clients. The 8Ps provide a framework for crafting a marketing strategy encompassing all factors of the lodge's services and effectively communicating its value proposition. This essay will delve into each of the 8Ps—product, charge, region, promoting, people, procedure, bodily evidence, and packaging—and

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**2. What are the various traditional and online platforms that you will use to promote the luxury hotel chain? Explain the same with reasons. (10 Marks)**

**Ans:**

**Introduction:**

As the marketing manager for a high-end luxury hotel chain, I strategically promote the brand and attract the eye of affluent and discerning travelers seeking extraordinary reports. A comprehensive marketing plan is essential to achieve this, encompassing traditional and online platforms that effectively reach and engage our goal customers. By leveraging these platforms, we can create a cohesive and impactful advertising campaign showcasing the hotel's luxury, impeccable service, and an array of exclusive amenities. Let us explore the various traditional

**3. a. You are a marketing manager for a leading consumer electronics company that recently embraced digital channels as part of its overall marketing communications strategy. Assess the impact of integrating digital channels on IMC. Provide examples of how each digital channel will enhance the overall marketing communications. (5 Marks)**

**Ans:**

**Introduction:**

In today's digitally-driven world, groups constantly adapt to new technologies and trends to effectively communicate with their target audiences. Consumer electronics companies have recognized the importance of integrating digital channels into their marketing communications strategies. This essay will assess the impact of incorporating digital media on integrated marketing communications (IMC) and offer examples of how each digital channel can enhance

**3. b. You have been hired as a digital marketing manager for a fashion retail company that wants to enhance its online presence and drive more sales. Implement the ASCOR Digital Marketing Framework to devise a tailored approach for the company. Explain how you would execute each phase of the framework to achieve the business's marketing objectives and establish a competitive edge in the fashion industry. (5 Marks)**

**Ans:**

**Introduction:**

As the newly appointed digital marketing supervisor for a fashion retail company, my primary goal is to enhance the company's online presence and drive more sales. To gain this, I will implement the ASCOR digital marketing Framework, a comprehensive approach focusing on five key phases: analysis, strategy, Campaigns, Optimization, and

landing pages, simplifying checkout processes, and reducing friction points in the person's