**Digital Marketing**

**December 2023 Examination**

**Ms. Sophia envisions establishing an innovative app called "Jewels4All" dedicated to offering a wide range of jewelry pieces. Jewels4All will act as a comprehensive aggregator platform for jewelry vendors, both established brands and independent artisans, to showcase and sell their products. The app will also feature a collection of exquisite jewelry designed and manufactured in-house. The app's unique selling proposition (USP) will be providing customers access to high-quality jewelry at competitive prices, enabled by bulk purchasing and a robust digital marketing strategy.**

**The company plans to exclusively focus on digital marketing, forgoing traditional media channels.**

**1. How will you promote Jewels4All on the online platforms? (10 Marks)**

**Ans 1.**

**Introduction**

In the age of digital transformation, the evolution of consumer buying habits has undergone a significant shift. As people increasingly gravitate towards online platforms for their shopping needs, businesses too are redefining their marketing strategies to be in sync with this new digital era. Enter Jewels4All, a pioneering app destined to change the landscape of the jewelry industry. By offering a multitude of choices from various vendors and its line of exclusive jewelry pieces, Jewels4All positions itself as a one-stop-shop for jewelry enthusiasts. The app's strategy to solely harness the power of digital marketing not only

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**2. Assume you plan to launch a campaign to promote the Jewels4All where the main objective is to create brand awareness for the masses. The campaign will be done at the national level with a very high budget. Explain the seven stages for setting up a marketing campaign for the brand Jewels4All.**

**Ans 2.**

**Introduction**

The digital age has brought about a paradigm shift in how businesses approach their target audience. With the rise of the internet and mobile technology, traditional marketing channels, such as television, radio, and print media, have been increasingly overshadowed by their digital counterparts. In this backdrop, Ms. Sophia's visionary idea of launching the "Jewels4All" app stands as a testament to modern entrepreneurial foresight. The app, poised as a hub for diverse jewelry brands and artisans, aims to bridge the gap between quality and affordability, providing jewelry aficionados a singular platform to explore and purchase a

**3a. Explain the key activities involved in the campaign set up for the Brand Jewels4All. (5 Marks)**

**Ans 3a.**

**Introduction**

Launching a brand like Jewels4All in the bustling digital market, especially one that converges various jewelry vendors, demands a methodical approach. To create a ripple in the vast ocean of digital brands, the campaign must be both innovative and strategic. As Jewels4All gears up for its big debut, the initial stages of campaign setup become the linchpin

**3b. What are the key activities involved in monitoring the campaign for Jewels4All? (5 Marks)**

**Ans 3b.**

**Introduction**

Digital marketing, while immensely powerful, requires rigorous scrutiny to ensure its effectiveness. As the Jewels4All campaign takes flight, monitoring its progress becomes vital. It's not just about tracking numbers, but discerning the narrative these numbers tell about the brand's reception, user engagement, and overall campaign efficacy. With myriad tools and