**Digital Marketing**

**December 2023 Examination**

**1. Online display advertising, or ‘banner ads’, are not only used by small startups, but also by some of the biggest companies in the world to showcase their products.**

**Fortune 500 companies like Microsoft, Airbnb, Nissan, McDonalds, Apple and Coca-Cola are making a mark and connecting with their target audience using online display advertising. What are the measures Microsoft, Airbnb, Nissan, McDonalds, Apple, and Coca-Cola have adopted for running highly successful online display advertisements? (10 Marks)**

**Ans 1.**

**Introduction**

In the age of digital transformation, online display advertising, commonly known as ‘banner ads’, have emerged as a robust medium for businesses, irrespective of their size, to reach their target audience. When we look at the behemoths of the corporate world, the Fortune 500 companies such as Microsoft, Airbnb, Nissan, McDonalds, Apple, and Coca-Cola, they've brilliantly leveraged this medium to not just promote products but also to build lasting brand impressions. These giants, though operating in diverse sectors, have consistently managed to engage consumers in the digital realm with their display advertisements. Their success in this field is no mere coincidence; it stems from strategic planning, understanding of their

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**2. In a rapidly transforming digital world, where engaging content is the lifeblood of modern businesses, mastering the art of content marketing is crucial for sustainable growth and success. ChatGPT is an advanced language model developed by OpenAI. that capitalizes on the power of artificial intelligence to create and optimize content. Explain how companies can use ChatGPT for Content Marketing? (10 Marks)**

**Ans 2.**

**Introduction**

In today's digital realm, where attention spans are fleeting and competition is fierce, content remains king. Businesses thrive or wither based on their ability to craft messages that resonate, engage, and inspire action. However, creating high-quality content consistently is no mean feat. It requires a harmonious blend of creativity, data-driven insight, and speed. This is where technological innovations like ChatGPT by OpenAI come into the picture. As a cutting-edge AI-driven language model, ChatGPT offers unparalleled possibilities for content creation, enabling businesses to remain agile, relevant, and ahead of the curve. By leveraging

**3. Facebook, Instagram, Twitter, LinkedIn, YouTube Snapchat, and Pinterest are some of the leading social media platforms that come to our mind when we are thinking of social media strategy for business. Social media platforms are not just confined to social networking or image sharing but have expanded their functions to incorporate live streaming, augmented reality, shopping, social audio, and more.**

**a) Among Facebook, Instagram, Twitter, LinkedIn, YouTube Snapchat, and Pinterest which one is the most preferred option for sending transient (short-lived) messages privately and publishing timely, in-the-moment content for all your followers to view for up to 24 hours and why? (5 Marks)**

**Ans 3a.**

**Introduction**

Social media platforms have evolved from mere communication tools to multifaceted digital ecosystems, each offering a unique set of features catering to different user needs and business objectives. While all platforms provide avenues for brand expression and engagement, there's a specific utility sought when the need is for transient messaging and timely, ephemeral content sharing. In this landscape, one platform stands out for its

**b) Among Facebook, Instagram, Twitter, LinkedIn, YouTube Snapchat, and Pinterest, which one is the most preferred option for researching and purchasing products from brands directly through social media platform and why? (5 Marks)**

**Ans 3b.**

**Introduction**

The digital transformation of commerce has intertwined with the evolution of social media, turning platforms from mere interaction hubs into potent marketplaces. Today, consumers are not just connecting with friends online but are also discovering, researching, and purchasing products directly through these platforms. Amidst the panorama of social platforms, one