**Digital Marketing**

**April 2024 Examination**

**"FlavorFusion Ice Cream" is a chain of ice cream outlets renowned for its innovative and out- of-the-world flavors, catering to the youth. However, in today's digital age, the company is facing stiff competition and declining sales due to its lack of a digital presence.**

**FlavorFusion Ice Cream has a long-standing tradition of crafting unique and delectable ice cream flavors that appeal to a youthful customer base. They even allow customers to create and customize their own ice cream flavors in the store. For years, the company has relied on traditional methods and in-store promotions, but its absence from the digital landscape is now posing a significant challenge.**

**1. Lack of Digital Presence: FlavorFusion Ice Cream has no online presence, including a website, social media profiles, or integration with food delivery apps. This has led to a loss of visibility in a highly competitive market.**

**2. Decreased Foot Traffic: Due to the absence of a digital presence, FlavorFusion Ice Cream is experiencing a decrease in foot traffic in its physical stores. Fewer customers are aware of its unique offerings and are opting for competitors that are readily accessible online.**

**3. Competition from Tech-Savvy Rivals: Competitors with a strong online presence are attracting the tech-savvy youth demographic, which FlavorFusion has been unable to tap into effectively.**

**4. Limited Brand Awareness: The company's brand awareness is confined to traditional marketing methods, limiting its reach to potential customers who rely on digital platforms for information and ordering.**

**Product Variety and Pricing:**

**FlavorFusion Ice Cream offers an extensive range of ice cream products, including:**

**- Unique ice cream flavors, from traditional favorites to daring and exotic choices.**

**- Various sizes of ice cream servings, catering to different appetites.**

**- Dairy-free and low-fat options for health-conscious customers.**

**- Novelty ice cream items such as ice cream cakes, sandwiches, and popsicles.**

**The pricing strategy includes a range of price points, from affordable single servings to premium selections, ensuring there is an option for customers with varying budgets.**

**Place (Distribution):**

**FlavorFusion Ice Cream operates in high-traffic areas, with outlets strategically located in shopping malls, popular neighborhoods, and entertainment districts. The distribution model focuses on ensuring easy access for consumers, especially in areas where the youth frequent.**

**Traditional Promotion:**

**While FlavorFusion Ice Cream has relied on traditional promotion methods such as in-store sampling, seasonal discounts, and special event tie-ins, these efforts have become less effective in reaching the tech-savvy youth demographic.**

**To address the challenges related to its digital absence, FlavorFusion Ice Cream must embark on a digital transformation journey.**

**1. Explain various ways through which you will promote the FlavorFusion Ice Cream on Digital Platforms. (10 Marks)**

**Ans 1.**

**Introduction:**

In the dynamic world of marketing, digital platforms have emerged as crucial channels for promoting and enhancing brand visibility, especially for businesses like FlavorFusion Ice Cream. Despite its strong product offering and unique customer experience, FlavorFusion Ice Cream's absence in the digital realm has led to decreased visibility and dwindling foot traffic, overshadowed by competitors who have adeptly embraced digital strategies. To revitalize its presence and appeal to its youthful demographic, FlavorFusion Ice Cream must leverage digital marketing techniques to re-establish its brand in the minds of consumers. This digital transition involves utilizing social media, search engine optimization (SEO), content marketing, online advertising, and integration with online food delivery platforms. These

ve ice cream industry.

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**2. Explain various types of traditional and digital pricing and also state the pricing method that you will use for FlavorFusion Ice Cream. (10 Marks)**

**Ans 2.**

**Introduction:**

In the dynamic and competitive landscape of the ice cream industry, pricing strategy plays a pivotal role in defining a brand's market position and profitability. For a unique and customer-centric brand like FlavorFusion Ice Cream, the challenge is to balance innovative offerings with a pricing strategy that appeals to its target demographic while sustaining business growth. Traditional pricing methods, such as cost-plus and competition-based pricing, have their merits but may not fully capitalize on the brand's unique value proposition. On the other hand, digital pricing strategies, including dynamic pricing and freemium models,

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**3a. Explain various stages of Website Development that you will follow to create a website for FlavorFusion Ice Cream. (5 Marks)**

**Ans 3a.**

**Introduction:**

The creation of a website for FlavorFusion Ice Cream represents a pivotal step in establishing its digital presence, essential in today’s tech-driven marketplace. The process of website development is not merely about creating an online platform, but crafting an interactive and engaging experience that encapsulates the brand's unique identity and appeals to its target audience. This development process involves several key stages, each critical to ensuring the

**b. Create an early site Diagram for the website of FlavorFusion Ice Cream. Explain each element in the diagram. (5 Marks)**

**Ans 3b.**

**Introduction:**

Creating an early site diagram, or sitemap, for FlavorFusion Ice Cream's website is an essential step in the web development process. It serves as a blueprint that outlines the structure and hierarchy of the website's content, ensuring that the site is organized, user-friendly, and aligns with the company's digital strategy. A well-designed sitemap not only