**Digital Marketing**

**April 2024 Examination**

**1. Success online is measured in terms of likes, the number of views of a video, the number of app downloads and building engaging communities. How can these be converted into paying customers? Support your answer with examples of companies that have succeeded in their efforts. (10 Marks)**

**Ans 1.**

**Introduction**

Success online can often be measured using metrics like likes, video views and app downloads as measures of success. Furthermore, online communities that foster engagement offer valuable evidence of online success as measures as well. These metrics serve as key measures of brand visibility, user engagement, and virality - essential aspects in building the digital footprint of any brand. However, most businesses also aim not only to attract a large following but convert this audience into paying customers as soon as possible. Conversion involves strategic planning, targeted marketing strategies and creating value propositions that resonate with audiences. Companies such as Spotify, Dropbox and Adobe have proven

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**2. Critically examine the statement that, “digital marketing strategy is an approach that will support marketing and business objectives through the application of digital technology platforms”. Does that have a larger purpose? (10 Marks)**

**Ans 2.**

**Introduction**

Digital marketing strategy, at its core, is a comprehensive plan that leverages digital technology platforms to achieve specific marketing and broader business objectives. This statement underscores the symbiotic relationship between digital marketing and the overall strategic goals of a business. In an era where technology pervades every aspect of life, digital platforms offer unparalleled opportunities for brands to connect with their audience, understand consumer behavior, and drive engagement in ways traditional marketing channels cannot. The strategic integration of digital tools—ranging from social media to analytics—enables businesses to create targeted, data-driven campaigns that align with their mission and

**3.a) Influencer marketing has gained huge traction in recent years. Among Facebook, Instagram, Twitter, LinkedIn, and Snapchat which one is the most preferred option for influencer marketing and why? (5 Marks)**

**Ans 3a.**

**Introduction**

Influencer marketing has emerged as a powerful tool in the digital marketing arsenal, leveraging the reach and credibility of individuals with significant online followings to drive brand awareness, engagement, and conversions. The choice of platform for influencer marketing depends on various factors, including the target audience, content format, and campaign objectives. Among Facebook, Instagram, Twitter, LinkedIn, and Snapchat, one

**b) Flipkart, Amazon, Snapdeal, Myntra, and Nykaa are online/digital brands that advertise on traditional media like newspaper, television, and billboards. Why do online/digital brands advertise on traditional media when they can easily resort to digital marketing? (5 Marks)**

**Ans 3b.**

**Introduction**

In an age where digital platforms have revolutionized how brands connect with their audience, it may seem counterintuitive for online/digital brands like Flipkart, Amazon, Snapdeal, Myntra, and Nykaa to invest in traditional media advertising. This strategy, however, underscores a multifaceted approach to marketing that leverages the unique strengths of both digital and traditional channels. Despite the global shift towards digital,