**Digital Marketing**

**Jun 2025 Examination**

**Q1. PureHarvest Organics**

**You are a digital marketing consultant hired by PureHarvest Organics, a well- established organic food brand that has built a strong market presence through traditional marketing channels. The brand has gained significant recognition through offline retail partnerships, print media advertisements, word-of-mouth marketing, and in-store promotions. Now, the company wants to expand into digital marketing to reach a broader audience, improve customer engagement, and scale its business online.**

**Product Portfolio**

**PureHarvest Organics offers a diverse range of organic food products made from responsibly sourced, chemical-free, and high-quality ingredients. The company’s product portfolio includes:**

**- Cold-pressed oils (coconut, olive, and mustard oil).**

**- Whole grains and millets (quinoa, brown rice, amaranth, and buckwheat).**

**- Natural sweeteners (organic honey, jaggery, and stevia).**

**- Gluten-free and vegan snacks (seed-based crackers, nut butter, and granola).**

**- Recently Launched Product: A range of organic, plant-based protein powders, catering to fitness-conscious and vegan consumers.**

**Values and Commitments**

**At the core of PureHarvest Organics' ethos are values of transparency, integrity, and sustainability. The company is committed to:**

**- Ethical sourcing of ingredients from sustainable farms.**

**- Using eco-friendly packaging materials to reduce plastic waste.**

**- Minimizing its carbon footprint across production and distribution.**

**- Supporting environmental initiatives, including organic farming awareness and reforestation programs.**

**Market Positioning**

**PureHarvest Organics positions itself as a premium brand within the organic food industry, offering nutrient-rich, chemical-free food options. The brand caters to health-conscious consumers who prioritize clean eating, sustainability, and ethical consumption. Through digital marketing, PureHarvest Organics aims to differentiate itself from competitors by emphasizing product purity, transparency, and eco-friendly practices.**

**Distribution Channels**

**Along with its e-commerce platform, PureHarvest Organics distributes its products through:**

**- Retail partnerships with organic stores, supermarkets, and specialty food outlets.**

**- Participation in food expos, wellness events, and farmers’ markets to engage directly with consumers.**

**- Pop-up shops and tasting events to increase brand awareness.**

**However, the primary focus remains on expanding its online presence and leveraging digital marketing to reach a wider audience of health-conscious consumers globally.**

**Current Challenge & Digital Expansion**

**Despite its offline success, PureHarvest Organics has limited digital presence, leading to:**

**- Missed opportunities to tap into the growing online organic food market.**

**- Limited customer engagement beyond retail touchpoints.**

**- Increasing competition from digital-first organic brands.**

**- Dependency on offline retailers, affecting profit margins.**

**To stay competitive and scale its business, PureHarvest Organics has decided to venture into digital marketing and has hired you as a consultant to develop a strong digital strategy.**

**How will you design a digital marketing strategy to help PureHarvest Organics transition from traditional to digital marketing? Provide an overview of the campaign. (10 Marks)**

**Ans 1.**

**Introduction**

PureHarvest Organics, a trusted name in the organic food industry, has built a solid foundation through traditional marketing channels. However, the brand's limited online presence restricts its growth potential in an increasingly digital-first consumer environment. With the rising demand for organic, sustainable, and clean-label food products—especially among millennials and Gen Z consumers—the shift to digital marketing is not just timely but essential. As a digital marketing consultant, the goal is to create a cohesive and scalable online strategy that enhances brand visibility, drives traffic to its e-commerce platform, builds a loyal community, and increases conversions. This strategy will focus on storytelling, transparency, sustainability, and

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**Q2. PureHarvest Organics**

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**Explain the ASCOR Digital Marketing Model framework in the context of PureHarvest Organics. (10 Marks)**

**Ans 2.**

**Introduction**

PureHarvest Organics has established itself as a premium organic food brand through traditional marketing efforts and strong offline distribution. However, in a rapidly evolving consumer landscape driven by digital experiences, the need for an effective and structured digital marketing approach has become essential. To guide this transformation, the ASCOR Digital Marketing Model serves as a robust strategic framework. ASCOR—Awareness, Satisfaction, Conversion, Optimization, and Retention—outlines the key stages in the digital marketing funnel that help a brand reach, engage, and nurture customers online. As a consultant, applying the ASCOR model to PureHarvest Organics will help in building a data-

**Q3A. PureHarvest Organics**

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**How will you convince management to invest in digital marketing? Compare traditional vs. modern marketing to justify the transition. (5 Marks)**

**Ans 3a.**

**Introduction**

PureHarvest Organics has achieved significant recognition through traditional marketing efforts such as in-store promotions, word-of-mouth referrals, and offline events. However, with evolving consumer behavior and the rapid digital transformation of the food industry, it is now essential for the brand to embrace digital marketing. To secure management buy-in, a comparative approach between traditional and modern marketing will highlight the value,

**Q3B. PureHarvest Organics**

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**At an organizational level, what challenges will you face while integrating digital marketing with its existing traditional marketing efforts for PureHarvest Organics? (5 Marks)**

**Ans 3b.**

**Introduction**

PureHarvest Organics is ready to embrace digital marketing to complement its successful traditional campaigns. However, integrating both approaches into a cohesive strategy can present organizational challenges. These challenges arise from structural gaps, team alignment issues, resistance to change, and the need for technological adaptation. For the transition to be effective, these hurdles must be identified and addressed proactively so that both marketing