**Digital Marketing**

**Jun 2025 Examination**

**PLEASE NOTE: This assignment is application based, you have to apply what you have learnt in this subject into real life scenario. You will find most of the information through internet search and the remaining from your common sense. None of the answers appear directly in the textbook chapters but are based on the content in the chapter**

**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, known for its premium organic products and sustainable ethos, has built a loyal offline customer base. However, in today’s digitally connected world, relying solely on traditional marketing limits its potential to scale and engage a broader audience. As health-conscious consumers increasingly turn to digital platforms for discovering and purchasing organic products, it is essential for PureHarvest Organics to create a comprehensive digital marketing strategy. This transition not only offers cost-effective outreach but also allows for deeper customer interaction, personalized engagement, and real-time feedback. The goal is to maintain brand integrity while leveraging digital tools to strengthen visibility, expand market

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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, a trusted name in the organic food industry, has gained considerable offline success but now faces the challenge of extending its reach in an increasingly digital-first marketplace. As consumer behaviors shift towards online discovery and consumption, the brand's limited digital presence has become a bottleneck. To remain competitive and relevant, it must adopt a structured digital marketing framework. The ASCOR model—standing for **Audience, Strategy, Content, Outreach, and Results**—offers a comprehensive and actionable approach to navigate this transition effectively. This model aligns well with PureHarvest's values of transparency, sustainability, and quality, and provides a roadmap to

**Q3 (A) 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**

As PureHarvest Organics stands at a critical juncture of growth, it must recognize that traditional marketing alone cannot sustain expansion in today’s digitally driven world. With the rise of online consumer behavior, investing in digital marketing is not just a competitive choice—it is a strategic necessity. A shift to digital will help the brand scale, reduce dependency on offline retailers, increase engagement, and reach a broader demographic,

**Q3(B) 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**

While transitioning to digital marketing offers tremendous opportunities for PureHarvest Organics, it also presents organizational challenges. Integrating digital efforts with established traditional marketing practices requires not just technological upgrades, but also cultural and strategic alignment. From internal resistance to skill gaps, the shift involves rethinking how the brand communicates, engages with customers, and measures performance. Recognizing these hurdles early can ensure a smoother transformation and greater synergy between offline legacy