**Digital Marketing**

**April 2025 Examination**

**1. GlowX, a newly launched skincare brand, aims to develop an effective digital marketing strategy to increase brand awareness, engage with potential customers, and drive sales. The brand plans to utilize social media advertising, regularly update its blog and social media pages with valuable content, and encourage customers to share reviews and testimonials online. Using these details, discuss how the POEM Framework (Paid, Owned, Earned Media) can be applied to GlowX’s strategy. (10 Marks)**

**Ans 1.**

**Introduction**

Digital marketing has become an indispensable tool for businesses aiming to enhance brand awareness, engage with potential customers, and boost sales. GlowX, a newly launched skincare brand, seeks to leverage a comprehensive digital marketing strategy to establish its presence in the competitive beauty industry. By utilizing the POEM Framework (Paid, Owned, and Earned Media), GlowX can systematically integrate its efforts across various channels to maximize impact. Social media advertising, consistent content updates, and customer engagement through reviews and testimonials form the backbone of its strategy. This framework allows GlowX to align its resources effectively, harnessing paid campaigns for

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**2. A leading software-as-a-service (SaaS) company, Tech Sphere, specializes in offering cloud-based solutions for small and medium-sized enterprises (SMEs). The company has recently observed a decline in the quality of inbound leads through traditional marketing efforts like email and webinars. To address this, Tech Sphere wants to focus more on leveraging social media platforms to improve lead generation, establish thought leadership, and build relationships with decision-makers. Discuss how Tech Sphere can effectively use Social Media Marketing to achieve its goals. You should discuss what all social media platforms the company can use and the rationale for the same, considering its B2B marketing (discuss at least 3). Also, discuss in detail the social media marketing strategy for each of the platforms identified. (10 Marks)**

**Ans 2.**

**Introduction**

Social media has emerged as a powerful tool for B2B marketers to generate leads, establish thought leadership, and foster relationships with decision-makers. For a SaaS company like Tech Sphere, which specializes in offering cloud-based solutions for SMEs, leveraging social media platforms is a strategic move to address declining lead quality from traditional marketing efforts. Social media offers a unique opportunity to engage directly with target audiences, showcase expertise, and build trust. Platforms like LinkedIn, Twitter, and YouTube are particularly effective for B2B marketing due to their professional user base and content-sharing

**3. Smart Wear, a leading brand in wearable technology, is planning to launch a new line of fitness trackers. To drive sales and build customer relationships, the company wants to leverage a strategic email marketing campaign focusing on product launches, post-purchase engagement, and customer retention. The team also wants to integrate Search Engine Marketing (SEM) alongside their email strategy to maximize visibility and conversions.**

**a. Design an effective email marketing strategy to launch their new fitness trackers, ensuring that the content is valuable, engaging, and aligned with customer needs at each stage of the customer journey (product launch, post-purchase engagement, and retention). (5 Marks)**

**Ans 3a.**

**Introduction**

Email marketing remains one of the most effective channels for driving sales, building relationships, and nurturing customer loyalty. For Smart Wear, a well-crafted email campaign can play a pivotal role in ensuring a successful launch of their new line of fitness trackers. By tailoring the content to the various stages of the customer journey—product launch, post-purchase engagement, and retention—Smart Wear can deliver value, engage customers

**b. Develop an SEM strategy that complements their email marketing efforts, focusing on increasing website traffic, targeting the right audience, and optimizing conversions for the new fitness trackers. (5 Marks)**

**Ans 3b.**

**Introduction**

Search Engine Marketing (SEM) is a critical tool for enhancing online visibility and driving conversions. For Smart Wear, integrating SEM with their email marketing strategy will amplify their reach, attract targeted audiences, and boost sales for their new fitness trackers. By optimizing ad campaigns, targeting the right demographics, and using data-driven insights, SEM can complement email marketing to create a cohesive marketing approach.

**Concept and Application**

**1. Increasing Website Traffic with Paid Search Campaigns**

Smart Wear should launch Google Ads campaigns with keywords focused on the fitness