

13. (a) Summarize the objectives of Email Marketing? Discuss the Email Marketing practices.

Or

- (b) Explain the different strategies in Mobile Marketing.

14. (a) Illustrate the practice of leveraging Social media for brand conversation and buzz.

Or

- (b) Assess as to how efficiently does Building customer relationships helps business?

15. (a) Identify the importance of digital marketing analytics and its application in Digital Marketing.

Or

- (b) Determine the recent trends in Digital Marketing.

PART C — (1 × 15 = 15 marks)

16. (a) Social media has changed all the traditional notions of marketing across all industries. The Indian Luxury Hotels segment is not far behind, still in its nascent stage on social media but nonetheless they have upscale their marketing efforts. This campaign was two conducted in Mumbai' Hotel Trident at BKC; the life span of this campaign was two days beginning from 29th March 2014 -30th march 2014. They invited 3 social media influencers to participate in this campaign, where they had to spend the two days in the hotel using Twitter (Mainly) & Instagram to avail all the facilities of the hotel using the hashtag #TridentsocialHotel and by attaching their Twitter handle as well.

There were two quick activities around this campaign — the #Tweesurehunt and #Instachallenge. In the #Tweesurehunt task they were given clues, the answers where in the hotel itself they needed to reach each destination in order to unlock the next clue. In the #Instachallenge, they were tweeted the clues and needed to click pictures and post them.

They even ran a contest simultaneously on their twitter handle on 30th March 2014 which was open to all; they had to answer ten questions correctly (After deciphering the images) by using their twitter handle and with the #Trident SocialHotel. And the winner stood a chance to win a free night stay at the Trident BKC hotel.

This led to a lot of participation, increased engagement and increase in the number of followers as well.

Questions:

- (i) if you have been selected for this campaign which platform of social media you will be utilized and why?
(ii) Discuss the various campaign run by Trident hotel on social media, Give your opinion about their effectiveness.

Or

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- (b) Pets with You is an Indian chain of restaurants which allows their customers to take their pets into the restaurant while they dine. Pets are served food in a separate dining area meant for them. It operates in metros like Delhi, Mumbai, Bengaluru, chennai, pune and hyderabad. The restaurant address the local interest and customize the place as per the city. Now due to lock down the brand had suffered major revenue blows. The overall footfalls are down by 50%.Covid 19 has changed the consumer behavior significantly. This brand is struggling for its survival. You are the Digital Marketing Manager of the theme based restaurant named "Pets with you". The proposed budget is Rs.100,000 per month for branding and advertising.

Question:

Using the Poem framework come up with a digital marketing mix for your company.

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