

Q.7	Explain and give examples of the main types of social media platform that can be used to engage with customers and influencers. Elaborate your answer with suitable examples.	10	CO3
Q.8	<p>Answer anyone of the following: Think about your own business, or take as an example a business that you are interested in. List all of the potential primary and secondary target audience types there might be for that brand and add interests for each. Write down what their interests might tell you about their online habits.</p> <p style="text-align: center;">Or</p> <p>Discuss the steps to align internet with your business objectives?</p>	10	CO3
SECTION-D 2Qx15M= 30 Marks			
Q.9	<p>You are the social media marketing manager for a company launching a new line of eco-friendly skincare products. Your goal is to raise awareness and generate interest before the product hits the market.</p> <p>a) Discuss the user-generated content (UGC) and foster community engagement exercises for the proposed campaign?</p> <p>b) Discuss the key performance indicators (KPIs) would you track to measure the effectiveness of your social media marketing strategy for the product launch?</p>	15 Marks	CO 4
Q.10	<p>Company ABC, an online retailer specializing in fitness equipment and accessories, has experienced significant growth in the last five years. With a wide range of products, from home gym setups to yoga mats and fitness trackers, ABC has built a diverse customer base. However, the digital marketing team has noticed a shift in consumer behavior that is impacting their marketing performance.</p> <p>In the past, the company relied heavily on paid ads and email campaigns, driving customers to their website where they would typically make a purchase. Recently, however, user behavior has become more complex. Customers now engage with multiple touchpoints before making a decision, such as reading product reviews, watching videos on social media, and comparing prices across various platforms. This shift has led to a decline in the effectiveness of ABC's traditional marketing strategies, prompting the company to rethink how user behavior should inform their digital marketing efforts.</p> <p>a) Analyze the potential benefits and challenges of creating a multi-channel digital marketing strategy based on user behavior for Company ABC. What factors should be considered to ensure the strategy's effectiveness?</p>	15 Marks	CO 4

	b) How can Company ABC use customer behavior data to improve its remarketing strategies? Provide examples of specific tactics that could re-engage users who have abandoned their carts		
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