**Digital Marketing**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for 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.**

**Answer:**

**Introduction:**

GlowX, a newly launched skincare brand, aims to build brand awareness, engage potential customers, and boost sales through a well-rounded digital marketing strategy. By leveraging social media advertising, consistent content creation, and customer-driven reviews, GlowX can apply the POEM Framework (Paid, Owned, Earned Media) to create a cohesive and effective marketing approach that amplifies its reach and impact.

The POEM Framework (Paid, Owned, Earned Media) is a comprehensive approach that helps brands plan their digital marketing strategies. In the case of GlowX, a newly launched skincare brand, this framework can be effectively utilized to increase brand awareness, engage with customers, and drive sales.

Here’s how each component of the POEM framework can be applied to GlowX’s digital marketing strategy:

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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.**

**Answer:**

**Introduction:**

To address the decline in the quality of inbound leads, Tech Sphere, a SaaS company catering to small and medium-sized enterprises (SMEs), can shift its focus to leveraging social media platforms for more effective lead generation, establishing thought leadership, and building relationships with decision-makers. Social media marketing offers significant opportunities for B2B brands like Tech Sphere to engage directly with their target audience in a way that traditional marketing efforts may not.

By aligning its content and engagement strategies with each platform’s strengths, Tech Sphere can effectively generate higher-quality inbound leads, establish stronger relationships with decision-makers, and increase brand awareness in the B2B SaaS market.

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**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).**

**Answer:**

**Introduction:**

To design an effective email marketing strategy for Smart Wear's new fitness tracker launch, it's crucial to tailor the content for each stage of the customer journey. The strategy should build awareness, encourage conversion, enhance post-purchase engagement, and ensure long-term customer retention.

By aligning email content with the customer journey and integrating SEM, Smart Wear can effectively launch and promote its fitness trackers while building long-term customer loyalty.

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**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.**

**Answer:**

**Introduction:**

To develop an effective SEM strategy that complements Smart Wear’s email marketing campaign for the launch of their new fitness trackers, the focus should be on driving targeted traffic to the website, increasing visibility, and optimizing conversions. By implementing this SEM strategy in parallel with the email marketing campaign, Smart Wear can maximize traffic, drive conversions, and build strong customer relationships for its new fitness tracker launch.

Here’s a comprehensive SEM strategy:

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