

Instructions

Kindly read the instructions provided for this assignment carefully, please respond to the following questions after going through the study material in details.

Overview

Be sure to read and watch the Course material for the Module. This is a required/mandatory activity for the module.

Assignment details

Respond to the following questions.

Draft a Digital marketing strategy plan. Points to be covered are as follows

- Research
 - 20 points of Strategies
 - Roadmap outline
1. Create a digital marketing strategy plan for
Website: <https://www.digitalmarketinguniversity.com/>
Goal: Sales
Budget: 1,00,00,000 pa
 2. Create a digital marketing strategy plan for Tea Junction (Ambuja)
Website: <https://www.theteajunction.co.in/>
Budget: 1,00,00,000 pa
 3. Create a digital marketing strategy plan for Kutchina
Website: <https://www.kutchina.com/>
Budget: 5,00,00,000 pa
 4. Create a digital marketing strategy plan for Greenply
Website: <https://greenplyplywood.com/>
Budget: 5,00,00,000 pa

Submit it

Happy Learning!

Note: *The assignment is an attempt to compare the different ideas to learn and utilise the best in future.*

Both content and organising the structure are very important components of the response. Good response is clearly focused on enriching the content details and also follows the instructions and provides requested information.

Focus should be on content. A clear and concise answer is preferable to a long response which lacks details.

Honor Code

Please remember that your submission should be entirely yours. Plagiarism by its definition is passing off someone else's work as your own should be avoided, whether from your peers, Wikipedia or other sources. If you need to quote any material, remember to cite your sources or provide references.