

Review Questions:

1. How does Exclusive Product Previews help in maintaining the Product Momentum
2. How does Apple new iPhone Launch and Invitation differ from 1+ Phone Launch invitation differ. Discuss the reach, target audience, product differentiation and content
3. Discuss how the imaginative product launch of Jio Phone 4GZ new Janata Phone with inbuilt social network apps installed
4. Discuss the various ways of promoting online a product or service.
5. Monthly emails or newsletters create a good way of communicating with existing customers, discuss
6. Discuss the importance of Promo Codes, coupons, incentives or loyalty rewards in Digital marketing
7. How TV Ads and sponsored programs are getting more recognition. Discuss
8. What is YouTube affiliate marketing? discuss with example
9. How-To-Guides and videos should be used judiciously for product promotion, discuss the pitfalls of them.