

Digital marketing assignment

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**ASSIGN
BUSTER**

Term paper I would like to present my term paper on marketing, marketing is one of the core competencies of a firm, without which the organization would not be able to reach out to its customers and the market as a whole. After the entire process of procuring raw materials, production, storing, warehousing, the organization needs to decide the most important thing, and that being, segmenting the market and accordingly marketing its product and services to reach out to its target customers root's target maker. Hence marketing is a very important link between the organization and the target customers or the target market.

I would like committing myself in research in this particular field of study. As we already know that marketing is just a generalized concept, there's more to it. So my next objective would be to decipher and explain the different kinds of marketing strategies that organizations take up on. Digital marketing being the subject matter of my survey and discussion. Digital marketing includes the prospects of reaching out to the customers in a very technologically oriented fashion. Digital marketing includes, tell-marketing, internet based marketing and others of the like.

After discussing this strategy of marketing I would henceforth, go onto doing a synopsis about the marketing strategy of the fast growing Indian mobile company, MicroVAX. MicroVAX entered the mobile business in 2010, but one wouldn't think that seeing as it is now one of the top brands in India and a considerable player worldwide too. This four-year old company went head on with Samsung last year, which really encapsulated its ambition, and has now dethroned the giant in the mobile market in India (not smartness, here it is still on the second spot). As Samsung stumbles in

India as well as China, other vendors are flung themselves in a position to move into the vacated territory. MicroVAX has been the biggest mover in this regard. This company has always interested me and has created such a dynamic change in the market, from being a start up 4 years down the line and now one of the biggest competitors in the smart phone and tablet market, I would finish off by carefully doing a case study on this passionate and far fetched Indian company. Digital Marketing By Vida-Cobra I would like to present my term paper on marketing, marketing is one of the core UT to it's customers and the market as a whole.

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