

Marketing plan

[Business](#), [Marketing](#)



Marketing Plan a) Digital media can be largely categorized to wider use of mobile phones, social media platforms and the internet. The advent of digital media has led to changes which has affected markets in many dimensions. Most companies through the use of digital media have successfully succeeded in asking for their audience permission before sharing content or starting conversations concerning their products or dealings. Audiences are also encouraged to participate and express their thoughts about the product or services being given to them by the respective manufacturers of their brand products. Companies have also been able to take into consideration the comments left by different consumers and work with them to deliver brands which match their specific taste. Moreover, companies or manufactures have been able to design their products to match the different taste of their consumers, thus remaining on top of the market competition.

b) Addressability as marketing issues can be said to be the ability of the company to share with their consumer details concerning their products or operations in a way that is easily understood. Interactivity on the other hand can be said to be the ability of the company to make their consumers participate in the production or manufacturing process. This may involve engaging the consumers to achieve response about their content or products. Accessibility is the ability of the company or producers to avail their products or services to the consumers without putting them through much hassle. Connectivity can be said to be the ability of a company or producers to reach their consumers by knowing such details like their profiles and designing their products or services to match their preferred taste. Control in relation to marketing mix can be said to be the ability of a

company to accurately determine key consumer characteristics in order to make them loyal to the respective brands they're producing or manufacturing.

c) The use of digital media has its pros and cons. Social media is a form of digital media that makes communication easier between parties involved. It also allows individuals, especially business men to expand their contact with their consumers. In addition, it improves the image of a business while also expanding market research for entrepreneurs in different markets. However, it may also decrease productivity of employees when they use for other purposes other than work. It has also led to scams as scrupulous individuals use it for fraudulent activities. Electronic media is efficient for most of its users because of its immediacy. Many individuals easily access them for various purposes like learning activities among others. However, when used for the same purpose of learning, electronic media has decreased the comprehension and retention capacities of individuals as they heavily rely on it to solve their daily challenges.