



**Mid-term Exam**

**Intigrated Marketing Communication )**

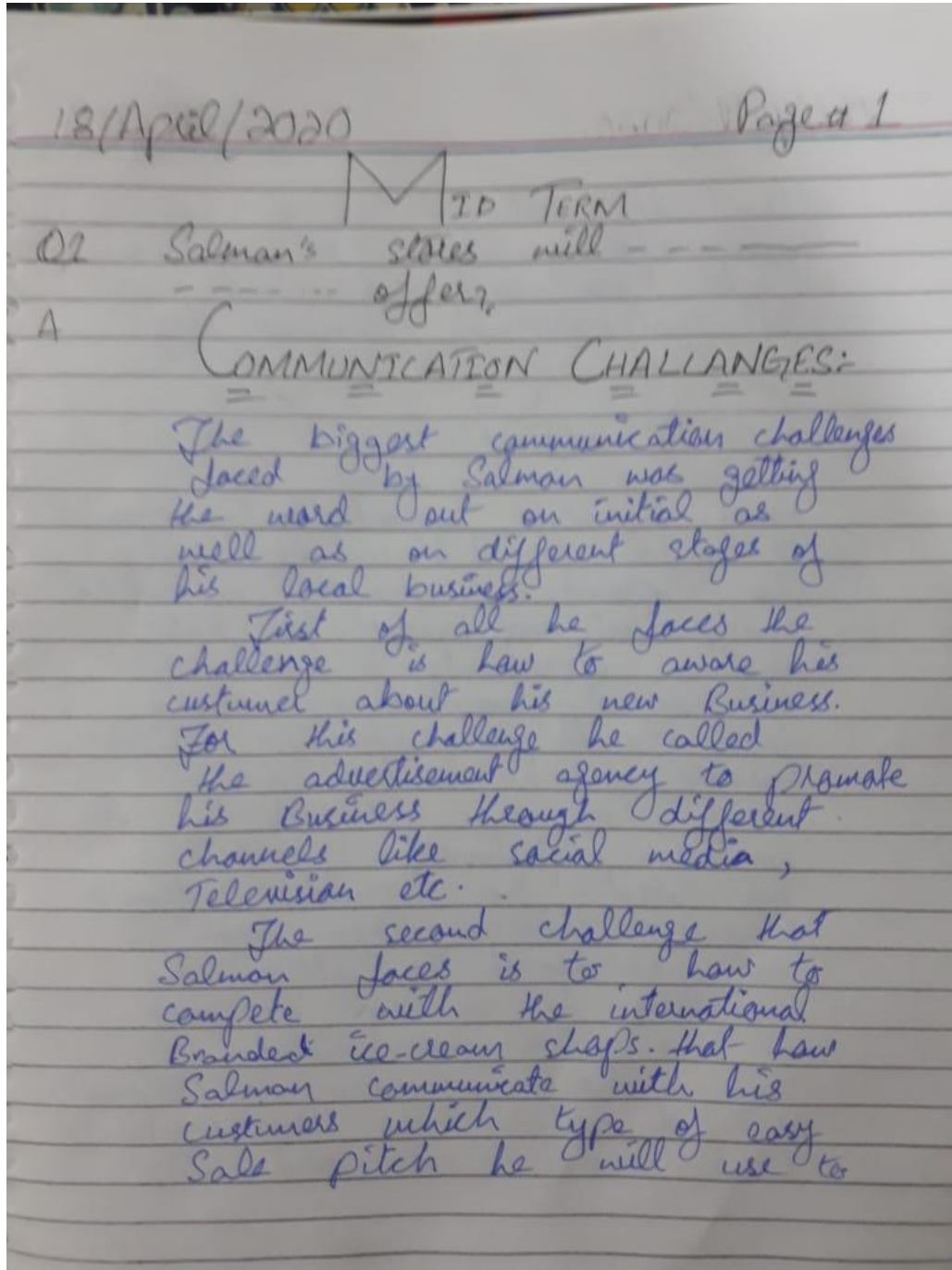
**2<sup>nd</sup> Semester**

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attract his customers. One of the biggest challenge has that Salman attract those customers which was old customers of ice-cream shops.

### OPPORTUNITY:-

Salman has many effective opportunity/opportunities to offer to his customers that he opened his business in natural environment near forest. he have another opportunity is that there is unique atmosphere. He easily deals with the passenger cars because of his location that occur on the start of the city. Another opportunity is that he target the children customers because children loves more to eat ice-creams. To attract the children he set up the swing in the play area. Salman has another important opportunity is that where he started his Business there was old shop

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of "Khalis ice-cream" where the customers already developed. & Salman bring back that taste - because customer was already satisfied by the old taste. Another opportunity is that Salman Sale has two products one is ice-cream & another is chocolate drink. In Summer Salman sell ice-cream & in winter he sell chocolate drink which is the important opportunity that Salman offers. Because chocolates are used as gift in Spring season as valentines day, Eid & mother's day etc.

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Q2 Which of the following emerging trends --- used?

A Many factors impact marketing communications. Financial Pressure have caused the company leaders who hire advertising agencies to conclude that they can not pay unlimited dollars for marketing programs.

Salman use Social media like Facebook & Instagram for marketing of his new business.

He use Facebook & make Page for the users/customers then he update his ice-creams deals on daily bases to engage his customers. He also engage his online customers by giving them free home delivery & make different feedback questionnaires for the betterment of his new business. he also use Twitter as well as Instagram. But now a days Facebook & Instagram is on peak for online marketing including in digital marketing.

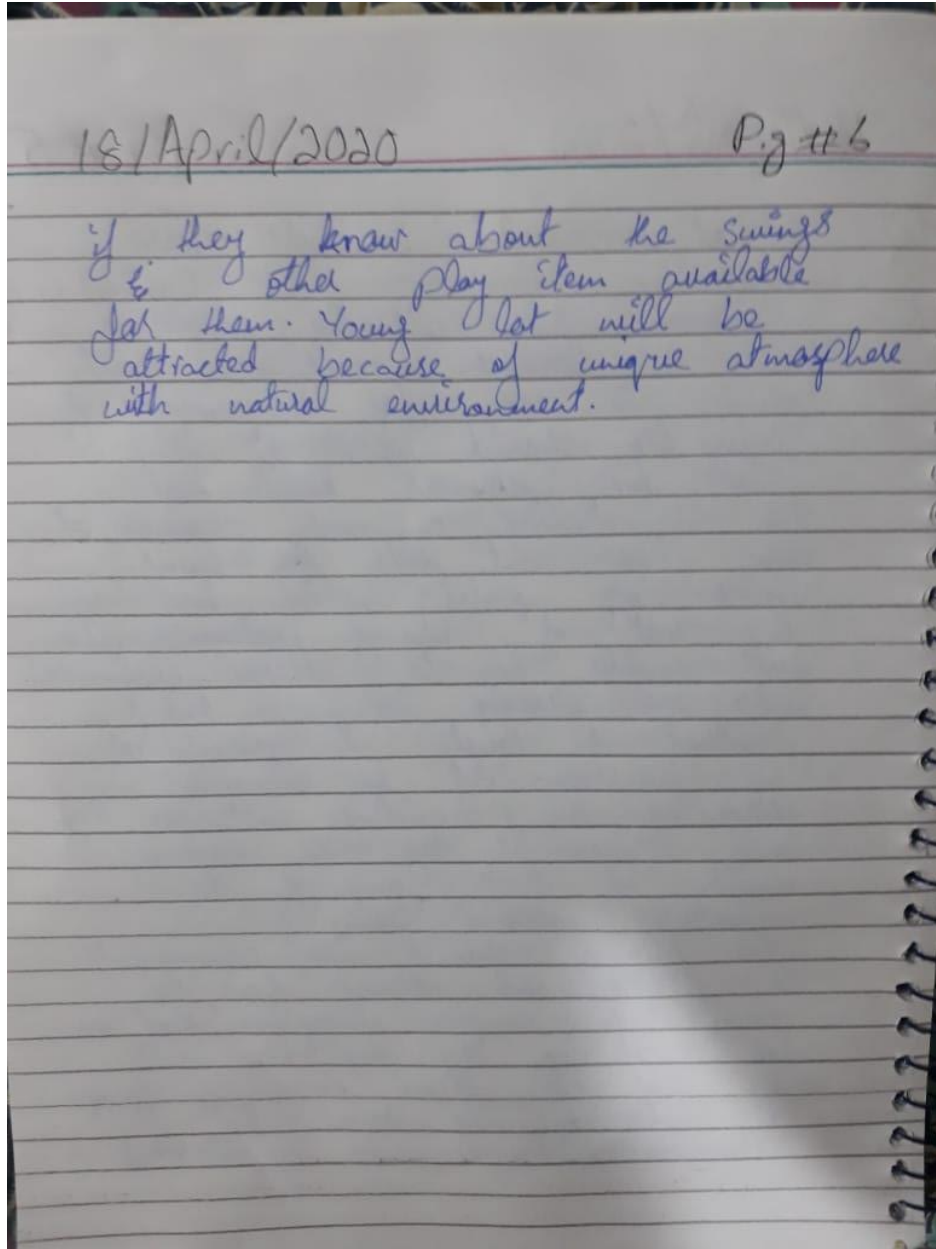
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Q3 What should be the first message ----- Business?

A Salmaan has already earned a name & served customers with quality ice-cream for a number of years. He should first of all, let his customers know that he is starting a new business at new place but with the same value of quality which has won the trust of many customers. This will enable him to attract customers who are already loyal to his product & trust the quality of his ice-cream. If he succeeds in attracting his existing customers, they will spread it by the word of mouth as it is one of the effective marketing tools.

Salmaan should also communicate to people and attract them to cozy & unique atmosphere that he has set up the shop. He will be able to attract every age group & that definitely boost his Business. Children would be attracted



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Q4 Will Salman be able to -----  
-----?

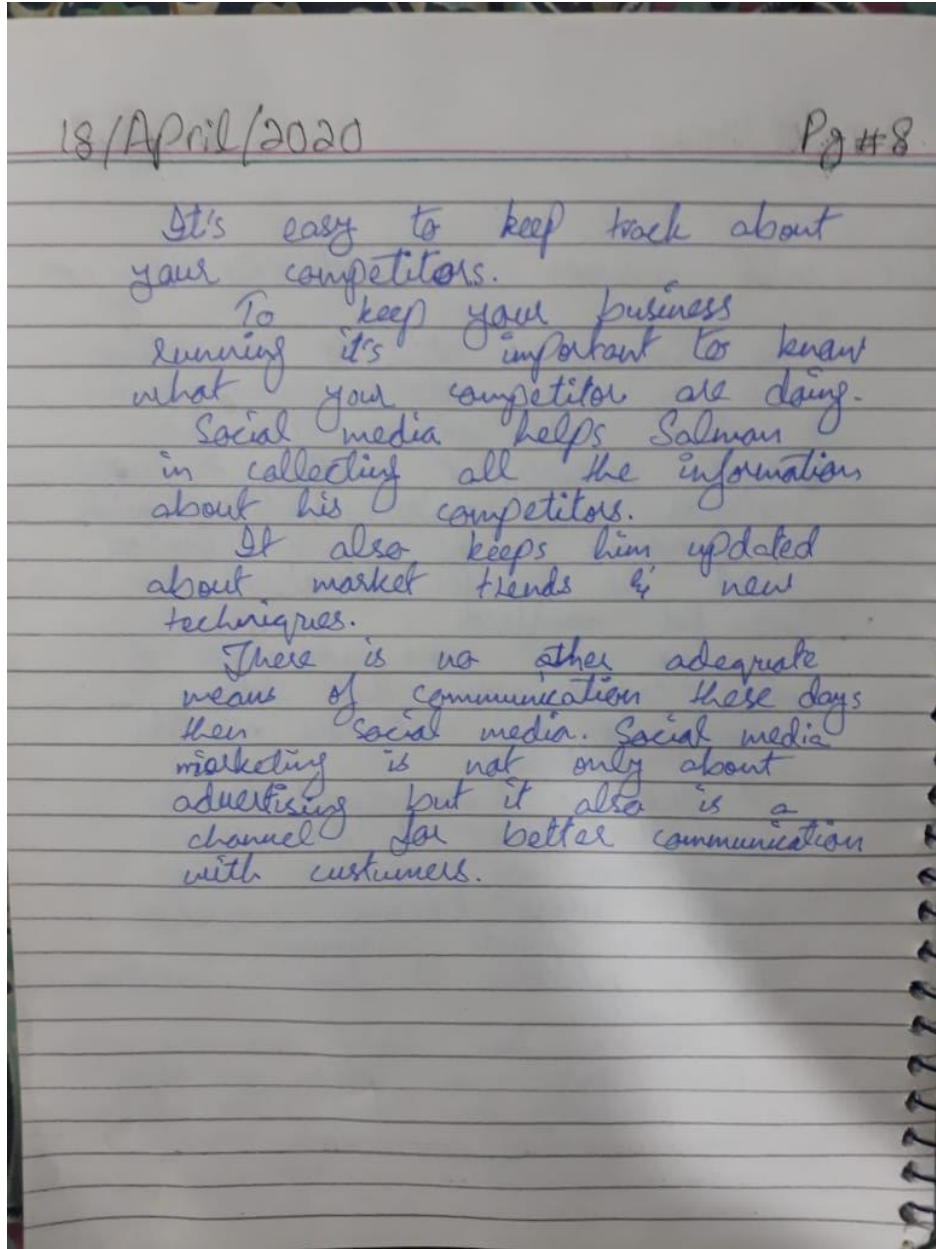
A Yes, Salman is able to use social media in his marketing communication to attract more customers for his Business development whether the user/customer uses Facebook, Twitter, YouTube or Instagram. So he or she cannot avoid the sponsor advertising on his/her newsfeed.

Here are some advantages of using social media that Salman communicates his customers as like Digital marketing.

There is no doubt in the fact that most of the people these days are active social media users because potential customers spend maximum time online whether it's Facebook, Instagram or Twitter.

It's a fact that consumers these days can learn more about a product than any other form of advertising.





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It's easy to keep track about your competitors.

To keep your business running it's important to know what your competitor are doing.

Social media helps Salman in collecting all the information about his competitors.

It also keeps him updated about market trends & new techniques.

There is no other adequate means of communication these days than social media. Social media marketing is not only about advertising but it also is a channel for better communication with customers.