**Digital Marketing**

**NMIMS Centre for Distance and Online Education (NCDOE)**

**Internal Assignment Applicable for June 2025 Examination**

**Q1. PureHarvest Organics**

**You are a digital marketing consultant hired by PureHarvest Organics, a well- established organic food brand that has built a strong market presence through traditional marketing channels. The brand has gained significant recognition through offline retail partnerships, print media advertisements, word-of-mouth marketing, and in-store promotions. Now, the company wants to expand into digital marketing to reach a broader audience, improve customer engagement, and scale its business online.**

**Product Portfolio**

**PureHarvest Organics offers a diverse range of organic food products made from responsibly sourced, chemical-free, and high-quality ingredients. The company’s product portfolio includes:**

**- Cold-pressed oils (coconut, olive, and mustard oil).**

**- Whole grains and millets (quinoa, brown rice, amaranth, and buckwheat).**

**- Natural sweeteners (organic honey, jaggery, and stevia).**

**- Gluten-free and vegan snacks (seed-based crackers, nut butter, and granola).**

**- Recently Launched Product: A range of organic, plant-based protein powders, catering to fitness-conscious and vegan consumers.**

**Values and Commitments**

**At the core of PureHarvest Organics' ethos are values of transparency, integrity, and sustainability. The company is committed to:**

**- Ethical sourcing of ingredients from sustainable farms.**

**- Using eco-friendly packaging materials to reduce plastic waste.**

**- Minimizing its carbon footprint across production and distribution.**

**- Supporting environmental initiatives, including organic farming awareness and reforestation programs.**

**Market Positioning**

**PureHarvest Organics positions itself as a premium brand within the organic food industry, offering nutrient-rich, chemical-free food options. The brand caters to health-conscious consumers who prioritize clean eating, sustainability, and ethical consumption. Through digital marketing, PureHarvest Organics aims to differentiate itself from competitors by emphasizing product purity, transparency, and eco-friendly practices.**

**Distribution Channels**

**Along with its e-commerce platform, PureHarvest Organics distributes its products through:**

**- Retail partnerships with organic stores, supermarkets, and specialty food outlets.**

**- Participation in food expos, wellness events, and farmers’ markets to engage directly with consumers.**

**- Pop-up shops and tasting events to increase brand awareness.**

**However, the primary focus remains on expanding its online presence and leveraging digital marketing to reach a wider audience of health-conscious consumers globally.**

**Current Challenge & Digital Expansion**

**Despite its offline success, PureHarvest Organics has limited digital presence, leading to:**

**- Missed opportunities to tap into the growing online organic food market.**

**- Limited customer engagement beyond retail touchpoints.**

**- Increasing competition from digital-first organic brands.**

**- Dependency on offline retailers, affecting profit margins.**

**To stay competitive and scale its business, PureHarvest Organics has decided to venture into digital marketing and has hired you as a consultant to develop a strong digital strategy.**

**How will you design a digital marketing strategy to help PureHarvest Organics transition from traditional to digital marketing? Provide an overview of the campaign.**

**Answer:**

**Introduction:**

PureHarvest Organics, known for its premium organic food products, has built a commendable brand image through traditional marketing. However, with consumer behavior rapidly shifting online and an increasing demand for organic products in digital marketplaces, PureHarvest is missing out on significant growth opportunities. Their current reliance on offline retail partnerships and print-based promotions limits customer engagement and geographic reach. To stay competitive, it's crucial for the brand to transition into the digital space where they can directly connect with a larger, tech-savvy audience, strengthen customer loyalty, and expand into new markets. As their digital marketing consultant, the goal is to develop a comprehensive digital marketing strategy that blends brand storytelling with performance-driven campaigns. This strategy will leverage digital tools and platforms to amplify PureHarvest’s core values—purity, sustainability, and ethical consumption—while driving sales, improving engagement, and building a strong online presence.

**Concepts and Application:**

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**Q2. PureHarvest Organics**

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**To stay competitive and scale its business, PureHarvest Organics has decided to venture into digital marketing and has hired you as a consultant to develop a strong digital strategy.**

**Explain the ASCOR Digital Marketing Model framework in the context of PureHarvest Organics.**

**Answer:**

**Introduction:**

PureHarvest Organics has successfully established itself as a premium organic food brand through traditional marketing efforts such as retail partnerships, print advertisements, and direct customer engagement. However, in an increasingly digital world, the company is now aiming to expand its reach through digital marketing. This transition is essential not only to attract new audiences but also to enhance customer engagement, build a loyal online community, and stay competitive against digital-first brands. To support this shift, the ASCOR Digital Marketing Model provides a structured framework that PureHarvest Organics can follow to successfully plan and implement its digital transformation. The ASCOR model stands for Audience, Strategy, Channels, Operations, and Results, and it serves as a comprehensive guide to create impactful, customer-centric digital marketing campaigns. Applying this model will help PureHarvest Organics move beyond its traditional roots and develop a strong, engaging, and data-driven online presence that aligns with its core values of transparency, sustainability, and health-focused living.

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**Q3 (A) PureHarvest Organics**

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**How will you convince management to invest in digital marketing? Compare traditional vs. modern marketing to justify the transition.**

**Answer:**

**Introduction:**

PureHarvest Organics has built a strong reputation using traditional marketing strategies like word-of-mouth, in-store promotions, and print advertising. While these approaches have helped establish the brand’s offline presence, they now face increasing competition from digital-first organic brands that reach consumers directly online. In today's digital era, it is vital for PureHarvest Organics to adapt and explore the advantages that digital marketing offers. To stay competitive and grow sustainably, the company must embrace digital tools that can boost brand visibility, deepen customer engagement, and reduce dependency on retailers by targeting consumers directly through digital channels.

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**- Dependency on offline retailers, affecting profit margins.**

**To stay competitive and scale its business, PureHarvest Organics has decided to venture into digital marketing and has hired you as a consultant to develop a strong digital strategy.**

**At an organizational level, what challenges will you face while integrating digital marketing with its existing traditional marketing efforts for PureHarvest Organics?**

**Answer:**

**Introduction:**

PureHarvest Organics has built a strong foundation using traditional marketing methods such as retail partnerships, print advertisements, and in-store promotions. While these methods have helped the brand grow offline, entering the digital marketing space requires a shift in mindset, operations, and strategy. Integrating digital marketing into the existing system will involve several organizational challenges. These include adapting to new technologies, aligning traditional and digital goals, training teams, and managing consistent messaging across channels. Addressing these challenges is necessary for a smooth digital transition that complements existing efforts while helping the brand grow online and reach more consumers effectively.

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