**Part 2, around (1000) words: Due week 10. on 05/11/2020. (Refer to the Textbook Chapters 4, 5 & 6)**

1. Devise a digital marketing strategy for your campaign. **(refer to figure 4.5, page 147 or ch4, slide 9)**
   1. Where are you now? **(situation analysis)**
   2. Where do you want to be? (**business objectives)**
   3. How are you going to get there? **(strategy)**
   4. How exactly do you get there? **(tactics)**
   5. Who does what and when? **(actions)**
   6. How do you monitor performance? **(control)**
2. Summaries the marketing mix best suitable for your campaign. **(refer to ch5)**
   1. Product variables
   2. Price variables
   3. Place variables
   4. Promotion variables
   5. Process variables
3. How can you implement relationship marketing for your campaign? **(refer to ch6)**
   1. Could you create a virtual community? And how does it help the relationship marketing.
   2. Could you use digital media to support customers’ advocacy? And how?