**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?