

Memorandum

To: CEO, Nvidia

From: COO, Nvidia

Date: 4 May 2021.

- I am writing to update you about the most recent changes in the marketing strategy that my team has come up with. After the sales drop in 2020, we have decided to add in different gamers, game reviewers and tech speakers to our upcoming events and adverts. We are focusing more on getting the Ray tracing and other capabilities to our low-end graphic cards.
- Since the hub of our sales is not the united states but outside the US, In Asia, central and south America and in Australia. By making some changes to our marketing strategies and tapping huge untouched markets by hiring a few well renown influencers, we can have a bigger share of the graphic card market. Since Crypto mining is getting bigger and bigger everyday as more people find out about it. We are being all saving superhero in this situation might give our sales a huge boost and a lot of loyal customers.
- Quite a lot of research has been made in RTX, though the ray-tracing algorithm is not yet natively supported by most consumer graphics cards.
- Now the graphic cards have less throttling and better temperatures along with improved airflow.
- Now users can stop the Nvidia Streaming service to get a quick 2% to 5% FPS.

In a report [via WCCFTech](#), however, the quarterly sales report from [Nvidia](#) confirms that both the 2070 and 2080 graphics cards have sold poorly for the company. As part of Nvidia our team knows what we can do to improve and get better

More information regarding this would be submitted by the management department.

Kindly do let me know if you have any queries. In the meantime, I would like your feedback and your cooperation so we can continue with our marketing strategy.