**DIGITAL MARKETING**

**ASSIGNMENT**

1. What is the big catch that made BSC target the men's grooming category as mentioned in the case study?
2. What caused BSC to partner with Amazon as an e-commerce platform?
3. What is the watershed mentioned in the case study, ‘BSC hit a watershed when the Colgate-Palmolive company invested strategically in the company’?
4. How is BSC's brand positioning different from other players?
5. How did BSC overcome the problem of fake influencers on social media?
6. What is the asset that was mentioned in the case study and how are they used to drive customer conversion?
7. How many and how often are the automated emails sent from the CRM engine?
8. What is social listening that was mentioned in the case study?
9. List the marketing techniques followed by BSC and explain what BSC identified as the key to their success.
10. What is a D2C model and what factors influenced BSC’ s decision to adopt this model?
11. How BSC leveraged Google Analytics to increase the conversion rate of the customers?
12. What does "size limitation" refer to in the context of Bombay Shaving Company's decision to roll back its expansion into the US market through Amazon.com?
13. What changes were made to the ‘Broke Bank’ campaign advertisement based on BSC’s heatmap analysis, and what was the outcome?
14. How did BSC improve its website’s bounce rate, and what was the impact?
15. What was Bombay Shaving Company’s approach to personalized gifting, and how did it impact customer engagement?