Digital Marketing-Business Simulation

Name

Institutional Affiliation

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**Introduction**

Digital MediaPRO is an immersive simulation that illustrates media challenges. Notably, StartX simulation, with its prominent edge business simulations, has been critical in helping instructors deliver outstanding experimental learning experiences. Ideally, from the digital marketing perspective, Digital MediaPRO has exposed course participants to the application of digital media through communication with digital natives and the transformation of media planning and execution (StartX, 2020). In succeeding on this, the company must put extra efforts and focus on understanding consumers with their preferences. Additionally, the company needs to evaluate its decision-making process, dealing with the complexity involved within the precipitously market, and managing the communication effectively within the competitive environment.

**Strategy and Decision Made**

Ideally, the critical decisions taken during simulations are based on the digital marketing concepts to transform participants into digital experts. Such concepts include blending digital and traditional strategies that are geared towards a common objective. Additionally, StratX comprises simulations that focus on fitting the needs of consumers from the initial to high-level marketing and innovations (StratX, n.d). Notably, one of the critical strategies and decision is known as Blue Ocean Strategy with BOSS business simulation, which is considered to be highly effective and will be vital in creating a new market space, breaking away from the competition, and presenting a new approach that is meant for positioning and reconstruction of the market boundary.

**Communication Goals**

The main goal, in this case, is to increase the conversion rate, thus making the customers purchase the products. Since the consumer groups have different needs, different media harvest, and different market growth trends (StartX, 2020). Therefore, the communication goals must focus on establishing critical decisions, which must be based on the media strategy, media plan, forecasting, content powerhouse, and media objectives.

References

StartX, S. (2020, September 14). Digital Marketstrat Instructor Insights| StratX Simulations. https://web.stratxsimulations.com/recent-posts/2020/09/14/digital-markstrat-instructor-insights

Stratz, S. (n.d). Blue Ocean Strategy with Boss Business Simulation. http://web.stratxsimulations.com/simulation/business-strategy-simulation