**Marekting Assignment**

Name of student

Name of teacher

1. The issues that have been presented in the scenario are related to marketing a product. The claim that the burger is the tastiest in the world is a vague statement. The people who have tasted the burgers were the paid employees of the company so their unbiased behavior can be questioned.
2. This is an example of puffery. The reason behind this choice is that the term is used to mean the claims of the marketing for a product that are unreal but they cannot be proven or disproven. Most advertising laws do allow the puffery to take place. The statements that puff up the marketing for products cannot be held liable by the law. Deception or deceptive marketing on the other hand means that the advertising message is false. This means that the false information is pushing the customer to buy a product that is beneficial only to the company doing deceptive advertising. The body that deals with the said issue is the federal trade commission. The deception is given as something that is likely to mislead the consumers. The deception may be in the form of hidden fees. This may include the announcement of some package by the cellular companies. The deception may be in the form of bait and switch where the company would entice the customers into buying certain products but it switches to a completely different product once the customer goes to buy it. The company can make misleading claims about the product. This aspect can be confused with puffery but the difference is that puffery can be checked practically by the customers. The deception in this case can be checked by the customers when they actually use the product. The last part of the deception is that the company portrays the product as the best of the all.
3. The advertising efforts are not unethical because it is the right of the company to introduce its product to the customers present in the market. The marketing and advertising plays a vital role in the company. The decision to be taken between ethical and unethical aspects depends upon what the company is showing in the advertisements and what is it actually delivering to the customers. If there is not a lot of difference between the two aspects, then the performance is ethical. Unethical advertising can have two forms. First the company can have an advertisement that announces a product or the features of the products that the company is not providing to the customers. Thus the company is not giving what it is showing in the advertising. The second aspect of unethical marketing is the marketing that include the demerit goods such as cigarettes and other addictive products. The scenario under consideration contains the ethical marketing as there is no clear way to judge the statement that is given by the company.
4. The slogan that I will put in is “our burgers are meatless, light on pocket and good for health”. This slogan will work many folds benefits for the company. First of all the company is showing that the burgers are not very expensive. This will attract those people as well who cannot afford to pay higher. Secondly the burgers do not contain any meat. They are made fully out of vegetables and are better for health as compared to the burgers that contain meat. The other reason is that the company is supposed to target the young people who may or may not have a lot of money in their pockets thus the company is quite clearly defining the market that it will target.
5. The first way is to get the face book activity going. In this regard a team can be hired to take care of the various aspects of the face book marketing. One form is to post the advertisement or deals on various active groups with a large number of active users. Second option is to use the spaces available on the sides of the pages to advertise the restaurant. The face book also allows paid advertising named as boosting the posts. As far as the digital marketing is concerned. The sms marketing is one and the most common form. A proper website of the company should be active all the time and should be able to take up the responses of the customers so that the company can improve itself. Joining hands with the independent delivery services can also help the company to reach out its target customers in a better way.
6. These tools will facilitate the company as well as the customers. The company will have to put in some budget but the techniques used in social media marketing are easier and less time consuming as compared to the traditional marketing campaigns. In some cases the expenses that the company has to make on the social media advertising are a bit lesser than the expenses made on the traditional modes of advertising. Similarly the modes of digital media advertising are much easier to use and are much less in cost than the traditional modes of advertising. However there are scenarios that the companies that are providing the services of digital and social media marketing tend to fraud the clients. As far as the clients are concerned, they are at an ease because the advertisement or the company can reach them at their comfort place and they can see the deals without much of a pain. The sms option of the marketing is beneficial to the customers in the same way that they are able to see the deals in their comfort zones. This aspect is fruitful to the company because of the fact that it can create pulse buying by the customer whereby he will call the company immediately to order some food.
7. The company should adhere to the basic principles of the privacy or the collection of the private data of the customers. The mishandling of the data collected from the consumers can result in severe fines on the company. The company should also be vigilant enough to advertise in such a way that should not give rise to racism or similar debates. The face book was sued by the State of Washington when the company ran some advertisement on the basis or race.