Digital Marketing Report. Coursework 2 – Business Report (20%) Your task is to analyse a pair of well known brands (these can be sub-brands or applications) which use freemium/versioning as detailed below. Examples of possible firms/operations: Spotify, Prezi, Dropbox, Linkedin, numerous news providers, games and apps, Skype, Evernote, AVG, MailChimp, HootSuite, SurveyMonkey or other firms of your choice. Your choice must be a provider of digital products not physical products. 1. Introduction and context [approx. 200 words] Introduce your project and briefly explain the nature of the brands you have chosen to look at. 2. Freemium/versioning [approx. 770 words] Compare and contrast how the brands use freemium/versioning to attract users and then convert them into loyal premium customers? 3. Recommendations and summary [approx. 350 words] Make brief recommendations on how each of the cases could improve. The summary should then assume someone has read the work and can also suggest questions that have arisen in the work.