GUJARAT TECHNOLOGICAL UNIVERSITY
MBA – SEMESTER –III-EXAMINATION – SUMMER-2022

Subject Code: 4539287   **Date: 13-07-2022**
Subject Name: Digital and Social Media Marketing
Time: 02:30 PM TO 05:30 PM   **Total Marks: 70**

Instructions:

1. Attempt all questions.
2. Make suitable assumptions wherever necessary.
3. Figures to the right indicate full marks.

Q.1	Definitions: (a) P.O.E.M (b) CPC (c) Ad Auction (d) SEO (e) Estimated Action Rate (f) Heat maps (g) M-Commerce	14
Q.2 (a)	What do you mean by digital marketing? Amazon has undergone constant digital transformation. In your opinion, which digital marketing strategies are used by Amazon?	07
Q.2 (b)	How will you prepare a digital marketing plan? Explain with the help of any product/service of your choice.	07
	OR	
Q.2 (b)	"Social media is the new customer service desk"- explain in the context of emergence of digital marketing as a tool.	07
Q.3 (a)	Explain in brief social media strategy cycle.	07
Q.3 (b)	How can you use Facebook for marketing your personal commercial venture?	07
	OR	
Q.3 (a)	What are the advantages of Twitter over other social networking sites? Describe targeting audiences in Twitter ads.	07
Q.3 (b)	Prepare a content strategy and plan for DELL for LinkedIn.	07
Q.4 (a)	Explain various features of Mobile Marketing.	07
Q.4 (b)	How will you do off page optimization?	07
	OR	
Q.4 (a)	Explain various types of web analytics tools available.	07
Q.4 (b)	What are the five types of multi- channel attribution models? Explain with the help of a diagram.	07
Q.5	**Case Study:**	14

Kotak Securities:

Objective:
Kotak Securities provides trading platform and research and analysis to help investors make informed investment decisions. The objective was to acquire customers across India and increase revenue.
Since the customers interact with the product online, digital is an extremely important mode of communication with potential customers.

Target Audience:

Demographics:
- Age 23 years and above, primary male and secondary female.

Psychographics:
- First time investors and beginners
- Investors unhappy with current brokers

Marketing Challenge:

Initially Kotak Securities started using paid search as a channel for reaching out to prospects looking for stockbroking or other services. However over time the channel became crowded, which led to bids and the cost of acquisition going up and the ROI dropping down. The challenge was to use the channel more intelligently and improve the ROI, and still generate more leads.

Kotak observed that many users were searching for information related to stock trading and brokerage online, but each one of them was at a different stage in the buying funnel. But the ads and the leading pages were same for all users. Hence, users were clicking on the links but not converting because of irrelevant landing pages. Therefore better user experience starting from ad copy through to final closure could increase the conversion rate manifold.

To change this, Kotak needed to:
- Deepen their understanding of the consumer journey
- Intensify end to end tracking of the user journey

Strategies Adopted:

User Journey Mapping:
- Kotak mapped the different stages in the user journey to the keyword, ad copy and the landing page. Keywords were identified for different stages of buying funnel. Many variations of landing pages were created. Hence the ad copies and the landing pages were perfectly in sync with the user's search query.

Enhancing End to End tracking:
- End to End tracking on 'lead management system' to integrate not only lead data but also final conversion data was done. They could track conversions to keywords and optimize the campaigns to maximize conversions.
- The revenue from brokerage was also recorded for each acquisition, to ensure that the campaign focused on the right keyword themes.

Q.5 (a) Identify relevant keywords for each consumer segment and study the difference in the ad content that appears on Google search.

Q.5 (b) Study the landing pages of different keywords and comment on their relevance to search query.

OR

Q.5 (a) What would be the challenges faced in the end to end tracking process followed by Kotak? Can this process be applied to other product categories?

Q.5 (b) Identify another example from a different product/service category that uses different ad content and landing pages for different keywords and consumer segments.

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