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End Semester Examination, June 2022

Name of the Program: MBA

Semester: IVth Semester

Name of the Paper: DIGITAL & SOCIAL MEDIA MARKETING

Course Code: MB-404(M3)

Time: 3:00 Hours

MM: 100

Note:

- (i) This question paper contains two sections.
- (ii) Both sections are compulsory.

**Section – A**

**Q1. Fill in the blanks/True-False**

(1 X 10 = 10 Marks)

- 1. Indexing is the process of adding web pages into Google Search. (True/False)
- 2. Social media are only good for sales. (True/False)
- 3. 240 is the maximum number of characters per tweet. (True/False)
- 4. Google analytics is used to track website activities. (True/False)
- 5. The sequence of a sales process includes: Presentation, Lead generation, Sale & Call. (True/False)
- 6. E-mail is still the most popular digital marketing tool. (True/False)
- 7. SEO stands for Search Expectation Optimization (True/False)
- 8. Two different search engines show similar result. (True/False)
- 9. Digital marketing is referred to as online marketing, web marketing, and internet marketing (True/False)
- 10. CTA stands for Computer Tracked Actions (True/ False)

**Section – B**

Note:

Answer **all the questions** by choosing **any two of the sub questions** from (a), (b), (c) and question (d) is compulsory. Each sub-question carries 10 marks.

- 2. (a) Explain Digital marketing? What are the different types of Digital Marketing? (CO1, CO2)
- (b) "In the world of Digital Marketing, it's important to remember your competitor is only one mouse Click away." Comment your agreement /Disagreement on the statement with relative examples. (CO2, CO3)
- (c) Explain keywords in Digital marketing? How important is it for SEO? (CO1, CO2)
- (d) Case let (Compulsory): (CO1, CO2)

**Traveller Collective**

Traveller Collective produces engraved rings representing every country in the world. Travellers can collect these to display on a clip or necklace, and a percentage of their purchase goes towards a charitable project. Over ten thousand people from more than one hundred countries have bought Traveller Collective products, and this success can be attributed to their use of social media. Firstly, they've identified which social media platforms are relevant to their audience. They have a Twitter account, but they know their ideal customers spend more time on Facebook and, in particular, Instagram — so that's where they concentrate their efforts. Traveller Collective has done a great job of encouraging and cultivating user-generated content on these platforms. They regularly share customer photos on Instagram, and encourage users to tag travel photos with the branded hashtag #ontheroadwithtc. This hashtag been used more than 5,000 times.

User-generated content provides massive 'social proof' for the brand. When other social media users see Traveller Collective's adverts and original content, they are already primed to have a positive perception of the brand — this leads to increased conversion rates. The brand also runs an ambassador program, working with influencers to help them spread their message to new audiences.

Of course, it helps that the product and brand ethos have been specifically designed to encourage social sharing. Instagram has always been a place where people go to share their travel experiences and feel like they are part of a global community. Successful business models are increasingly built from the ground up with Instagram in mind, and Traveller Collective is no exception.

Q1. What is the key strategy behind Traveller Collective's success?

Q2. What is the role of #hashtag marketing in success of Traveller Collective?

3. (a) "Affiliate marketing is an excellent opportunity if you truly believe in the value of the product you're selling. Because many times, you can make money off of something you would probably recommend anyway." Express your opinion with relative examples on the given statement. (CO2, CO3)

(b) What are the various steps involved in any Data analytics project? (CO2, CO3)

(c) What is Email Marketing? What are the strategies involved in Email Marketing? (CO3, CO4)

(d) Case let (Compulsory): (CO2, CO3)

#### **Lays- #SmileDekeDekho**

Lay's is a potato chips initiative from the parent company PepsiCo that initiated the 'Smile Deke Dekho campaign' in October 2019. The unique selling proposal was that the brand promoted the message of how a simple smile can connect different individuals universally and simultaneously convey the emotions and the mood effortlessly through each flavor and packet of chips. The uniqueness of the initiative was engaging the influencers on various social platforms in advertising the brand for them. Not only that Lay's customised more than 350 curated packs for the Influencers.

Resulting reverberation-

- A feeling of personalized and customized product that is uniquely curated just for the customers
- It is a way to connect with the consumers individually and vice versa. The campaign reinstated the power of a single smile and the power of positivity it brings.
- The campaign accelerated the use of social media platforms like Snapchat and Instagram by asking the consumers to pose a smile with their packets of Lays.

Q1. What is key success strategy behind: Lays- #SmileDekeDekho Campaign?

Q2. Discuss the role of personalized and customized content in digital and social media marketing?

4. (a) How will you set-up, track and analyze whether an Advertisement campaign you conducted was a Success? (CO4, CO5)

(b) "Engage, Enlighten, Encourage and especially... just be yourself! Social media is a community effort, Everyone is an asset." Express your opinion with relative examples on the given statement. (CO2, CO3)

(c) Do you think Digital Marketing will replace traditional marketing practices in the near future? Explain with examples. (CO4, CO5)

(d) Case let (Compulsory):

(CO4, CO5)

#### **Sitara Foods, a homegrown pickle business goes global with Google Ads**

##### **\*Sitara Foods, their grandmother's legacy**

Sitara Foods, a homemade pickle business started by two sisters Aparna and Shravya, has its roots in their childhood. Memories of Indian childhood are often filled with homemade pickles made with immense love and care by their grandparents. Sitara Foods brings back those memories by taking the recipes of their Chinnaka, out of the corner of their home to serve in every corner of the world. Preserving this legacy and a 33-year-old tradition, in the form of bite-size happiness, seeds this business idea.

From serving people in quaint corners of Bengaluru to those living in American cities, Sitara Foods' business is truly food for thought. What started as a homemade pickle-making business next door, now caters to over 900 customers per month, with the help of Google Ads. A humble company of 4, has now grown to a team of 50 employees, in just 18 months and serves across borders.

##### **\*The ingredient of their success**

Shravya and Aparna, along with their husbands, got together over weekends to recreate Chinnaka's magic in their kitchens. The recipes that Shravya and Aparna used were unique - they used exotic and rare flowers and fruits which helped Sitara's flavours stand out.

To get initial feedback, they started selling this bite-sized happiness to their neighbours. The pickles were a hit. Word spread, and Shravya and Aparna started making larger batches. To support them, their husbands started making door-to-door deliveries as well.

To empower the women of the village, Sitara Foods employed grandmothers to work in their kitchen. Making pickles is a tradition for these grandmothers. Simply put, Sitara Foods is in the business of providing delicious food made with love and care.

With supply taken care of, Shravya and Aparna realised that word of mouth was not enough to sustain their growth. They knew there were many more people looking for exactly what they were offering, and so, decided to go online with Google Ads.

With the help of Google Ads, Sitara Foods found their ideal customers and many more like them, who used search terms such as 'traditional pickles', 'Regi Pallu', 'chicken pickles' and more. Sitara Foods served their ads at the right place and at the right time, bringing them more customers and orders.

#### **\*Serving across borders**

To optimise their marketing spend, Sitara Foods wanted to understand the point in the customer's journey where most customers dropped off. In order to do this, they used conversion tracking on Google Ads and reviewed data from Google Analytics, and experimented with different approaches.

From here, Sitara Foods came away with various insights. For example, they realised that their audience responded well to terms such as 'homemade pickles', 'chicken pickles' and 'locally sourced ingredients'. This allowed them to tweak their campaigns to focus on these keywords.

Keywords aside, Sitara Foods also made sure they chose the right placements for their ads. The family behind Sitara Foods believes that you taste your food with your eyes first, and with this philosophy, they decided to display their ads on recipe and food-related websites.

All in all, Google Ads has enabled Sitara Foods to increase its visibility and grow its customer base tremendously. The brand can now reach out to Indians living abroad (via websites frequented by them), and they have also succeeded in getting shelf space in one of the biggest multinational grocery stores in the world.

Finally, Sitara Foods managed to ride out the Covid-19 pandemic and even increase its orders, thanks to Google Ads.

How did they do this? Using Google Trends, Sitara Foods uncovered a shift in its audiences' mindsets. The pandemic made people more conscious of their health, and Sitara Foods used the opportunity to expand its product offerings and created new recipes to cater to their customer needs.

On top of that, the company is also looking to increase brand visibility through video content strategies. The goal is to invest in YouTube ads, and reach out to a wider audience.

On the operational side, while the lockdown made it hard to fulfil orders, Sitara Foods was still receiving enquiries daily. As per Sreekanth, they immediately started running online ads when they could start delivering again, and they saw a 3x hike in orders within just two days.

Q1. Write a note on key elements behind Sitara Foods success?

Q2. Comment on the role of Google Adwords and Google Analytics in reaching Global Markets for Sitara foods?