Jagan Institute of Management Studies
End-Term Examination, December 2017 – January 2018
Trimester V – PGDM 2016-18

Digital & Social Media Marketing
ET_PG_DSMM_2912

Time: 3 Hrs.   *M. Marks: 70*

INSTRUCTIONS: Attempt all questions. The marks are indicated against the questions.

Q 1   Billbachao is an app which helps users to save money on their telecom services' usage. They do this with a technology which studies usage pattern of users by applying big data analytics. They want to reach out to money-conscious 16-25 years old age group in India who are looking towards better and economical phone plans. What Digital Marketing tactics should they utilize to increase their app installs as well as increase usage of their app among this target group? Share the action oriented plan. **12**

Q 2   Kings XI Punjab cricket team has been trying to win IPL tournament since its inaugural 2008 season, but has failed to win even a single title so far. It has been a tough journey for them, as they have made to just one final of IPL tournament so far and ended up as a runner-up. It's proving challenging for them to maintain the morale of their fans and hook up their interest season-after-season. They also want to increase foot-falls of fans in their home matches at Mohali, as well as want to increase sales of their team merchandise. They want to utilize Digital Marketing to achieve all these goals. Answer following questions:

a) How will you research about their target audience online?

b) What steps will you take to increase their website traffic?

c) What sort of content and tactics you will use to increase their social media engagement?

ET_PG _DSMM_2912   **d)** What steps you will take to increase fan foot-falls and increase sales of team merchandize using digital media channels? **14**

Q 3   A fast-food company named "Raxo Foods" sells its food online using apps like Zomato and Swiggy, as well as takes direct orders on its Twitter (users just have to tweet their order) and Facebook page (using Messenger Bot). Raxo Foods is quite popular among 16 to 29 years old age group and has seen a significant growth year-upon-year. But recently it has met with a serious crisis situation never seen before in the

company's history. Their food items have been tested by Government laboratories for compounds which is harmful for the health leading to tumbling of their stock prices. As if this was not enough, many regular consumers of their food have filed lawsuit against the company claiming damage to their health. This also led to negative reviews about the company on different online forums including that on Zomato and Swiggy. This in turn led to huge drop in their sales which is totally dependent on online orders.

What all steps should Raxo Foods take to overcome this crisis management situation as far as Digital Marketing is concerned?　　**14**

Q 4　UBER has seen a tough time this year amidst the string of scandals and controversies like allegations of sexual harassment, hostile workplace culture, leaked video of former UberCEO Travis Kalanick berating an Uber driver, an ongoing legal battle with Google over allegations of theft of driverless car technology and much more. This ultimately led to removal of Kalanick and appointment of Dara Khosrowshahi as its new CEO. What all steps Uber should take to improve its public image using Digital PR?　　**14**

Q 5　Rad the case and answer the questions given at the end.　　**16**
Measuring ROI on Sponsored Search Ads
Bob and Myra are in the marketing analytics team at Bazaar, the leading online retailer in the country (with the website Bazaar.com). They are reviewing their recent advertising reports. As he is looking over the reports, Bob is smiling to himself. Sunil, the newly hired data scientist, is sitting in on the meeting.
Myra: Sunil, let me give you some background on our online advertising strategy. We do both display advertising and search engine advertising. Right now, we are inspecting the reports on our recent paid search efforts. We run paid search ads on the two major search engines, Google and Bing. We classify the keywords that we show ads in response to into two broad categories: branded keywords and non-branded keywords. Branded keywords include keywords such as "Bazaar," "Bazaar shoes," "Bazaar guitar," etc., that have the Bazaar name in them. This is how a typical page of results looks like on Google after a branded keyword search. [Presents **Figure 1**.] Non-branded keywords include keywords such as "shoes," "guitar," etc. that do not have our brand name in them. Our strategies of targeting ads, the keywords that we use, the ad copies that we use, and the mix of potential customers that we get to our website are virtually identical for Google and Bing. The only real difference is that our campaign on Bing is much smaller in scale compared to our campaign on Google. The

objective of this meeting is to calculate the ROI on our sponsored search ads for branded keywords on Google.

Bob: Myra, I am very pleased with these numbers for sponsored search advertising for branded keywords on Google. [Presents **Table 1**.] You can see that these data are for 12 weeks. As you know, we were planning to run our sponsored ad campaign for the whole 12 weeks but there was technical glitch in our systems starting week 10 due to which we had to suspend our ad campaign on Google (though our Bing campaign was unaffected by this). So I am ignoring the numbers of weeks 10, 11 and 12 because no sponsored search advertising was going on at that time. Now take a look at the data from weeks 1 to 9 of weekly ad traffic numbers to Bazaar.com from consumers clicking on sponsored ad links and organic links that appear on Google after a branded keyword is searched. This data reveals that we obtain about 20% of our traffic for these branded keywords through the sponsored ads that we show on Google.

Myra: So just to clarify, if the consumer searches a keyword with our brand name in it, then they are shown a sponsored ad from us. Of course, since the search term includes our brand name, Google displays a link, or even multiple links, to our website in the organic results as well. The click-through numbers are for users who visit Bazaar.com by clicking on those two types of links, right?

Bob: Yes, that is exactly right. I just did an ROI analysis and we are getting amazing ROI on this ad spend. Here is how it goes. We know that the average cost per click (CPC) for a sponsored click is $0.6. Once a consumer lands on Bazaar.com, her average probability of making a purchase from our website is 12% and our average margin per conversion is $21. So that leads to average "revenue per click" of 0.12*$21 = $2.52, which implies an ROI of ($2.52–$0.6)/($0.6) = 320.0%.

Myra: Bob, wow! That's a really high ROI number. I don't think any of our other advertising channels has ROI numbers anything close to that. That makes me suspicious.

Bob: Come on, Myra! I just did the calculation in front of you. Numbers don't lie, do they?

Myra: Of course not, Bob. Our team is all about the analytics. But I think we need to be more careful in doing the analysis. My main concern is that these keyword searches already include the name of our company in it. These people seem to be already aware and actively looking for our website. I wonder if we even need to show the sponsored ads to them.

Bob: What do you mean by that?

Myra: Suppose a consumer used the search term "Bazaar shoes" and from the results clicked on our sponsored ad. If the ad weren't there, my

Table 1: Weekly traffic from Google by origin of click (for branded keywords searches only)

Week	1	2	3	4	5	6	7	8	9	10	11	12
Sponsored	32,269	31,951	32,143	31,417	31,194	31,576	30,951	30,611	30,401	0	0	0
Organic	127,876	128.169	125,717	126,264	123,871	124,053	126,105	123,064	121,637	150,188	148,658	146,584

Table 2: Weekly traffic from Bing by origin of click (for branded keywords searches only)

Week	1	2	3	4	5	6	7	8	9	10	11	12
Sponsored	3,965	3,984	3,960	3,952	3,874	3,932	3,890	3,883	3,843	3,815	3,754	3,754
Organic	15,805	15,964	15,815	15,810	15,633	15,797	15,462	15,309	15,499	15,185	15,159	15,036

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