

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA
PGDM / PGDM (M) / PGDM (SM)
IV TRIMESTER (Batch 2021-23)
END TERM EXAMINATION, NOVEMBER 2022**

Course Name Digital Marketing – GR 3 Course Code 20124

Max. Time 2 hours

Max. Marks 40 MM

INSTRUCTIONS:

- a. Attempt all the sections.
- b. Questions can be attempted in any sequence.

Section 1. CASE STUDY

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 revenues.

Since the customers interact with the product online, digital is an extremely important mode of communication with potential customers.

Target Audience

Demographics

- Age 23 and above, primary male and secondary female.

Psychographics

- First time investors and beginners
- Investors unhappy with current broker.

Marketing challenge

Initially Kotak Securities started using paid search as a channel for reaching out to prospects looking for stock broking or other services. However, overtime the channel become crowded, which led to bids and cost of acquisition going up and 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 landing 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 the 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. Several ad copies were written and mapped to different search queries. Many variations of landing page were created, again mapped to ad copies and then back to the search phrase. 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 conversions to keywords and optimize the campaign to maximize conversions.
- The revenue from brokerage was also recorded for each acquisition, to ensure that the campaign focused on the right keyword themes, which, in turn, would yield high-quality leads

CASE QUESTIONS: (Marks – 8+6+6)

1. Analyse the strategies adopted by Kotak.
2. Which different consumer segments did Kotak target? Chart out customer journey for a better customer experience.
3. 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?

Section 2. (Attempt any 4 out of 5 questions, each carrying 5 marks)

1. In an ad campaign, between CPC and CPM, how do you assess which is better of the two. Select one using an example.
2. If you are CMO of a FMCG company, what will be your focus area to improve organic website traffic by applying SEO?
3. A digital campaign can evoke a wrong emotion, causing mistrust and negative feelings. Explain the situation taking an example and how do you respond to such situation making use of effective listening techniques.
4. Marketing Head of a company wants to improve Fan base on his company's Face book page. Build your recommendations using Edge Rank.
5. As a marketing manager, you plan to include LinkedIn in your social media plan for upcoming AOP (Annual operating plan). Build the reasons, and plan different types of LinkedIn ads for various target segments.