

**JAIPURIA INSTITUTE OF MANAGEMENT, NOIDA**  
**PGDM / PGDM (M) / PGDM (SM)**  
**FOURTH TRIMESTER (Batch 2019-21)**  
**END TERM EXAMINATIONS, OCTOBER 2020**  
**Set-I**

Course Name	Digital Marketing and eCommerce	Course Code	MKT402
Max. Time	2 hours	Max. Marks	40 MM

**INSTRUCTIONS:**  
Attempt ALL Questions

**SECTION -1 SEO and Keywords**

Q1. Using Google Trends, identify top 10 keywords for the given website and clearly segregate them into following categories : (10 Marks)

- Persona keywords
- Quality keywords
- Convenience keywords
- Occasion keywords

koovs.com  
limeroad.com  
jaypore.com  
cilory.com  
vistaprint.in  
bewakoof.com  
ektarfa.com  
Nykaa.com  
Fabindia.com  
Urbanladder.com  
Hometown.in  
inliving.com  
pepperfry.com  
woodenstreet.com  
furniturewalla.com  
durian.in  
evok.in

**SECTION -2 Adwords**

Case

The Ministry of Food Processing, wanted to promote India as the world's food factory. They desperately needed a way out where they could interact and raise not only the awareness about the same but to educate Indians on how India is the largest producer of food and food products, suffers from an acute shortage of food.

India is the fastest-growing economy in the world, yet 40% of its food production is wasted annually. Therefore, the country especially the youth needed an awakening regarding the same and World Food Day was the ideal time to start with it.

Meantime, The Ministry analyzed that youth is highly approachable on social media platforms and therefore, they need to look out for innovative digital marketing strategies to reach them out directly.

For the same, they have decided to create a marketing strategy that talks about food wastage and how to tackle it.

Q2. Create a multi-pronged Digital Marketing Strategy for the abovementioned case to achieve the following objectives (10 Marks)

- a. Visitors to the website
- b. Social media buzz
- c. Leads that are down the funnel
- d. Increase the rate of Conversions

Case

In each family, everyone has their own preferences when it comes to channels. In the families but due to some reason, not everyone watches their favorite shows at the same time. This is very common in Indian families where most of the time TV remote is controlled by the head of the family and others just follow his/her favorites.

Such challenges have led Indian youth to turn to Over the Top (OTT) media in order to consumer more relevant content at a time and place of their convenience. Brands like Zee Tv have launched OTT platforms like Zee5 with distinct wins for the younger generation. Although the consumer base is not limited to the millennials, they do form a significant chunk of the target audience.

With tough competition coming from Netflix, Amazon Prime, etc. Zee5 is faced with a dilemma to surge ahead with a digital marketing push.

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Case

Paper Boat is a very known Indian brand of traditional beverages known for drinks which you can commonly prepare at home like aam panna, golgappe ka pani, Jamun Kala khatta, and kokum. These kinds of flavors are quite common among Indian families but not everyone can prepare it at home.

As Paper Boat's mission states, the purpose of these drinks was to take you back in those memories and float a boat this monsoon. And, the same purpose is very well carried by the team through digital marketing campaigns. They created numerous innovative campaigns that targeted the emotional side of the audience and made them in love with the brand.



Every October, Paper Boat faces a drop in sales, especially in northern states of India, due to the seasonal change in temperature. All beverage companies plan for this drop through added marketing push and offers. Paper Boat is inclined to buck the trend this year by making a Digital push to attract the younger millennials to arrest upto 20% of this seasonal drop.

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Case

KKR team has the most engagement with their fans and followers due to its digital marketing strategies. During the initial days, KKR showed keen interest to gain followers over the internet and worked on various objective like how to increase brand awareness of KKR irrespective of Shahrukh Khan, how to stay tuned and connected with the fans and how to keep them updated with latest news & updates.

With a checkered track record of winning, KKR has drop several notches and has been struggling to attract the right talent, as well as the right fan following. Despite their best efforts the popularity graph has been swinging like a pendulum, and the predictability of their performance has nosedived like never before.

With the pandemic further impacting viewer interest, KKR management is keen to revive its fan following across Digital Platforms.

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- d. Increase the rate of Conversions

### SECTION -3 Case Study

Case

The ascent of the e-commerce industry has changed the way business is transacted in India, resulting in its evolution. The e-commerce market is expected to grow exponentially to the tune of US\$ 200 billion by the year 2026 from US\$ 38.5 billion in 2017. By 2018, the value of e-commerce market is speculated to surpass US\$ 50 billion. Increasing internet and smartphone penetration has contributed immensely to the rapid growth of this industry.

Amazon (Amazon. com) has emerged as the world's largest online retailer and a prominent cloud services provider. The company started its business by selling books but has extended its basket by offering a wide range of consumer goods and digital media as well as its own electronic' devices.

About the Campaign "The Great Indian Festival"

The time of festivities and celebrations is at the door to usher in and with that Amazon is gearing up to bring its customers The Great Indian Festival sale with jaw-dropping deals revealing massive discounts on

products from almost all the categories. The e-commerce giant is expected to reveal the sale dates next week given Flipkart has already revealed the dates of its Big Billion sale.

As usual, the Amazon Great Indian Festival sale will start a day early for all prime customers and they would be able to access all discounts a day prior to the beginning of the sale for all users. In addition, Amazon will provide 10 per cent instant discount under its festive offers on purchase done through HDFC debit and credit cards or on EMI. Moreover, it has also claimed to give 5 per cent riveting cashback rewards for savings upto Rs.1,000 while Bajaj Finserv card users will get a credit upto Rs 1 lakh.

Besides that, the page also reveals upto 60 per cent discount on Kitchen and home products and upto 70 per cent discount over clothing and accessories with price slash upto 50 per cent on food and gourmet products along with that upto 70 per cent on electronics and accessories.

(<https://indianexpress.com/article/technology/tech-news-technology/amazon-great-indian-festival-sale-date-deals-discounts-6683914/>)

- Q3. Describe in details what kind of Google Ad campaign would you recommend for increasing traffic to the website during the ensuing Sale, including (4 Marks each)
- Ad type and Objective
  - Audience types with description for each
  - Which sitelink extensions would you choose and why
  - Create the Ad with character limits as follows Headline 1 (30 characters), Headline 2 (30), Headline 3 (30), Description 1 (90), Description 2 (90)
  - Scheduling

#### Case

Bhalaje Photography situated in Chennai, Tamil Nadu, India, offers an extensive variety of video and photography benefits for the most part focussing on wedding photography, pre and post wedding photo shoots, candid photography and kids photography. It mainly emphasizes on client services and the paramount attention attached to them. Portraits and product photography are the other attractions provided by the company and are included in their portfolio.

#### About the Campaign

The key objectives of their campaign is to increase traffic to their website by 25%, Click Through Rate (CTR) and conversion rate (the number of enquiry forms submitted). Their two strategies to reach this goal is creating campaigns targeting major metropolitan cities, remarketing campaign and optimization of website. The campaign has a time span for a total of 21 days.

#### Challenges

- Bounce rate is high.
- The optimization of the website to improve the loading time so as to improve the user experience of the landing page which will enable the mobile speed, desktop speed and the loading time 16.65 sees to 3.1 sees (tested through page load time Chrome extension) is mandatory.
- To create a separate landing page to better track the conversions and traffic through an Ad Words campaign.

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## Case

The Indian hospitality industry has emerged as one of the key industries driving the growth of the services sector and the Indian economy. The tourism and hospitality sector's direct contribution to GDP in the year 2016 was US\$47 billion. Moreover, the tourism sector in India accounts for 7.5% of the GDP and is the 3rd largest foreign exchange earner for the country.

The Golkonda Hotel Hyderabad, India is an exclusive Business Chic hotel located in the heart of Hyderabad at Banjara Hills, Masab Tank. It is about 30 minutes away from HITEC City. The Golkonda Hotel Hyderabad, India is an ideal hotel for both business and leisure travellers, popularly known as one of the first outlets to serve 24x7 biryani among the residents of Hyderabad.

One of the major issues that Pad faced while covering Golkondis portfolio was the conflicting messages about brand promises for Hotel and Resort, which were both being showcased on the same social media page. There was lack of organic/ curated content posted by consumers, food bloggers. There were fewer reviews in favour of Golkonda Hotels when compared to the other popular hotels which is a major concern. A major tweak in communication was required to target big ticket purchases like banquets, weddings and conferences. It is well established that a resort needs to employ a pull strategy rather than a push strategy.

Post Unlock, Golkonda Hotel needs to quickly get its rooms filled, too keep up operational profits, and has hired you to drive a Adwords campaign.

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- c. Which sitelink extensions would you choose and why
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- e. Scheduling

## Case

Indian wedding season is a gigantic one, with the ongoing wedding season everyone just spends and does not think of return. With each passing decade, Indian weddings are getting more and more extravagant and grand. Currently the Indian wedding market is over Rs.1 ,00,000 crore and is growing at 25%- 30% annually. An average Indian spends more than one-fifth of his lifetime's earning on a wedding. According to reports, it has been found that, with about one marriage per family every 20 years, the country averages roughly 10 million marriages every year.

Indianweddingplanners.in/ is an Indian wedding portal and marketplace which provides an ideal platform for couples to design their grand, extravagant weddings. It was launched in April 2016. This platform facilitates the clients in moulding their dream wedding into reality. Their end-to-end service incorporates inspiration ideas, mood-boards, tips and best practices and vendor details appropriately sorted for budget weddings.

It was crucial for Marriager.com to prepare a layout of its digital marketing needs and strategies accordingly. Through digital marketing they aimed at getting better results without burning a hole in the pockets. They had to implement effective digital marketing techniques to deliver profitable benefits for the company. Other needs were to use major tools and technique such as SEO, SMM and Email Marketing to generate quick and effective interaction with targeted audiences. And last but not the least, Marriager.com required digital marketing to enhance brand reputation.

Challenges often become roadblocks in the path of success. Similarly, Marriager.com faced many challenges in their quest to be the best. They lacked understanding of the importance of digital marketing and analytics for the online wedding marketplace start-up. In modern marketing, situation analysis aims to summarise an organisation's online marketplace and its own performance to help devise or refine a digital marketing strategy. Due to their lack of knowledge, they found it difficult to strategize in order to achieve growth with the resources they had. They were unable to integrate various elements of digital marketing - SEO, SEM, SMM, content marketing and display marketing, and were unable to combine them to propose a lucrative marketing proposition. Integration of analytics in all the aspects of Marriagers operations required amalgamating, analysing the data and providing the story telling insights, which can be used to acquire and retain the customers.

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