**JAIPURIA INSTITUTE OF MANAGEMENT, INDORE**

**PGDM**

**DIGITAL MARKETING FOURTH TRIMESTER (Batch 2019-21)**

**END TERM EXAMINATION, -2020**

**SET 2**

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| Course Name | **Digital Marketing** | Course Code | **MKT** |
| Max. Time | **2 hours** | Max. Marks | **40** |

**INSTRUCTIONS:**

1.Cheating during online exams may seems to be easy option but please remember that the institute have a software which checks plagiarism “WORD OF CAUTION” “DON’T CHEAT” ‘’#originalistrending

2. Instructor will be extremely interested to look at your creativity and thought process while answering question so keep that in mind

3. Time management is important therefore kindly adhere to the time limit set by exam office

4. It is an open book exam, but honestly that is not going to help much as WE HAVENT USED ANY BOOKS. Advice from gray hair professor: ATTEMPT THE PAPER LIKE A DIGITAL MARKETER.

**PART A (20 Marks)**

Q.1 Covid 19 had changed the consumer behaviour significantly. Brands are struggling for their survival. You are the Digital Marketing Manager of a Gym named “Fitness First”. Using the POEM framework come up with a Digital marketing mix for your company. Details about the company:

It is an Indian chain which operates in metro and semi- metro cities like Bangalore, Delhi, Mumbai, Pune, Hyderabad Chennai, Indore, Ahmedabad, Baroda etc. The Gym addresses the fitness need of the customers and offers services like Power Yoga, Pilates, Zumba to name a few along with personalized training. Due to lockdown the brand had suffered major revenue blows. The overall sales are down by 90%. The overall monthly budget is 10000 Rs.

**(10 Marks) (CLO)**

Q.2 Zoom.us have witnessed an unprecedented growth due to surge in demand for online conference/meeting solutions. You are the companies Digital Marketing head of India. Using CANVA design a creative campaign for either of the one platform Twitter/LinkedIn for the company. The campaign should focus on the objective of increasing the customer engagement.

**(10 Marks) (CLO)**

**PART B (20 Marks)**

**Bhalaje Photography: Managing the Digital Campaign**

**ABSTRACT: -**

The bhalaije company is situated in Chennai, Tamil Nadu which offers variety of video and photography benefits. The bhalaije photography started the campaign which was for about 21days (April 18, 2017 – May 8, 2017) with spending of $250.20. $250.20. The average CPC suggested in the pre campaign report was $0.55 for which the target was 1% CTR that required 455 clicks out of 45,500 impressions. Google Ad words campaign played a very powerful role in driving potential leads to Bhalaje Photography’s website. The company had compared with the online enquires that happened before the campaign and set targets based on the initial analysis in pre-campaign report.

**INTRODUCTION**

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 emphasis on client service and the paramount attention attached to them. The company provided genres like portraits and product photography are the other attractions provided by the company and are included in their portfolio. The bhalaije photography started the campaign which was for about 21days (April 18, 2017 – May 8, 2017) with spending of  $250.20. $250.20.The average CPC suggested in the pre campaign report was $0.55 for which the target was 1% CTR that required 455 clicks out of 45,500 impressions. The company created 6 campaigns and 2 experiments with 35 Adgroups, 114 Ads, 550 Keywords and 41 negative keywords.

**OBJECTIVES:-**

The company with the help of digital marketing platform was able to achieve the objective of increasing the Click Through Rate (CTR) and conversion rate by making people fill the enquiry form, increase traffic to their website by 25%. The target set for the campaign included CTR of 1%, which required 455 clicks out of 45,500 impressions.

**STRATEGY/PLAN: -**

* To achieve the first goal, the company created GSN campaigns targeting the different metropolitan cities in South India such as Chennai, Hyderabad, Bangalore, Coimbatore. The enquiry form in the website for increasing the conversion rate was simplified. The company followed the customers who have filled the enquiry form as it basically deals with building trust and bonds with the customers.
* The company then focused on implementation of remarketing tag in the website.
* The company planned to create 2 Google Search Network Campaign and 2 Google
* Display Network campaigns and one remarketing campaign.

**ADGROUPS:-**

A total of 35 Ad Groups were made under 6 themed Campaigns which utilised 114 different Ad-copies serving to 550 Keywords and 41 Negative Keywords. The campaigns included a large amount of ad groups that were continuously adjusted, created, paused and removed. The campaign CTR was continuously monitored and optimized through pruning of keywords and match types on the basis of the Search Terms Report. Google Analytics report was continuously monitored before and during the campaign window to find the user behaviour and improvement in key metrics.

**PROBLEMS:-**

* Bounce rate was high
* The optimisation 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 secs to 3.1 secs (tested through page load time Chrome extension).

To create a separate landing page to better track the conversions and traffic

through the Ad Words campaign.

**SEARCH KEYWORDS:-**

Firstly the company extracted the list of keywords, suggested bid amount and ad group ideas from the Keyword planner tool. It started with 60% of the suggested bid amount and planned to change the bid amount based upon the performance of the keywords**.** Search terms report was of great use throughout the campaign to add additional keywords to find the negative keywords.

**REMARKETING:**-

The company created the remarketing campaign using responsive ads. The remarketing lists created included

1. All visitors - users who visited any page on the site

2. Returning visitors

3. Missed conversion – users who visited pages contains “quote” in URL

4. Wedding pages - users who visited pages contains “wedding” in URL

5. similar to all users – expanded audiences with interests similar to people in all users list.

Remarketing campaign took time to get 100 users in these lists. The Re-marketing was started by the company only after the second week of the campaign as the company was mainly focusing on getting more conversions. The remarketing campaign consumed more than 3 days to start getting clicks, and then company felt that it could have started it a week earlier.

As it needs change of HTML code in each web page, the company was unable for implementing the dynamic remarketing campaign. Thus, it ended up with standard remarketing through google analytics tag already implemented in the website.

**AD EXTENSIONS**:-

During the beginning of the campaign the number of conversion were considerably less in the initial days. One of the suggestions which the company wanted to implement was optimizing the enquiry form for more convenience of users. The company optimized the enquiry form in the website and also added a floating bar in the homepage to have a better visibility of contact number.

The ad-extensions were very effective as it impacted the conversions to a greater extent. The ad extensions provided a better visibility to initiate a call to action on the ad. To make the ads more relevant and give more information to the users, it used ad extensions such as a new mobile number as a call extension, 8 site link extensions, 19 callout extensions and 3 Structured snippet extension.

**TRANSFORMATION THROUGH SOCIAL MEDIA MARKETING**:-

Currently, the company don’t have a presence in Google+ Creating an account and marketing through social media will further increase their ROI. The approximate amount spent for the ad words campaign is INR 16000 which generated a revenue of INR 3 Lakhs (~USD 4648) leading to a Return on Ad Spend of 1860%. In this digital era, having a strong digital presence is essential for all the business. Mr. Bhalaje is happy with the campaign results and is willing to continue the ad words campaign through our team.

**GOOGLE DISPLAY NETWORK (GDN) AND GOOGLE SEARCH NETWORK (GSN): -**

The company plans to create 2 Google Search Network Campaign and 2 Google Display Network campaigns. It had optimized the GDN campaign by removing, adding or pausing websites and apps from placements based on low CTR. At the middle of 2nd week, the team starts with the GDN campaign. It created all the image ads as responsive ads, which is a great substitute to traditional image ads? The company targeted relevant topics (event planning, photo and video services, weddings, special occasions) using contextual targeting while creating the campaign.

**KEY CHALLENGES**: -

The key challenge is to increase the activity to the site by 25%, click through rate and transformation rate. The main focus was on the metropolitan urban areas, remarketing efforts and improvement of the sites. The normal CPC recommended in the pre campaign report was $0.55 for which the objective was 1% CTR that required 455 clicks out of 45,500 impressions. It needs 6 battles and 2 tries different things with 35 Ad groups, 114 Ads, 550 Keywords and 41 negative catch phrases.

**Questions**

Q.1 How did remarketing helped the company in increasing its visibility **(10 Marks) (CLO)**

Q.2 Suggest future strategies for Bhalaje Photocopy to sustain their business efforts. **(10 Marks) (CLO)**