

Reg. No. _____ Name: _____

APJ ABDUL KALAM TECHNOLOGICAL UNIVERSITY
FIFTH TRIMESTER MBA DEGREE EXAMINATION JANUARY 2019

MKT-T5-12 DIGITAL AND SOCIAL MEDIA MARKETING

Max. Marks: 60

Duration: 3 Hours

Part A

Answer all questions. Each question carries 2 marks

1. "A web marketing manager plays a major role in the digital marketing activities of an organization". Briefly explain the role of a web marketing manager.
2. "How often PPC ads appear depends on which keywords and match types an advertiser selects". Briefly explain the factors of successful PPC advertising.
3. "AdWords' has evolved into Google's main source of revenue". Briefly explain how Google earns money through AdWords.
4. "Making a name for yourself" is more than a few billboards and commercials; you have to build up a reputation". Briefly explain the importance of 'online branding'.
5. Give a brief note on A/B testing.

(5x2 marks = 10 marks)

Part B

Answer any 3 questions. Each question carries 10 marks

6. Explain the structure of a digital marketing plan.
7. "Google wants to list the best sites first, because if Google returns bad sites then people will start using Yahoo or Bing instead. And rarely people will go beyond the third ranked page." Elucidate. Explain the steps to get on top of Google search.
8. 'Facebook ads are so important to brands because of the extra reach, exposure, and targeting options available to brands who advertise on the network'. Clarify. Discuss the importance of Facebook advertisements in digital media mix.
9. What is E-commerce? What are the different types of E-commerce? What are the benefits and disadvantages of Ecommerce?
10. 'A large number of marketers believe that social media marketing is important for their businesses'. Discuss. Explain the different types of social media marketing.

(3x10 marks = 30 marks)

Part C

Compulsory question, the question carries 20 marks

Launch of GioneeElife E6

11. Having launched the GioneeElife E6 in India and announced its arrival to the continent of India, Gionee Mobile was all set to bring the GioneeElife E7 to the country of billions of mobile enthusiasts. The device was billed to have the best Camera in any Android smart phone with a combination of 16 MP rear camera and an 8 MP front camera with pixel size of 1.34 Microns. The device being the latest flagship was one of the most keenly awaited smart phones and one of the several journalists billed to be the game changer for Gionee as they continue their foray into the crowded Indian smart phone market.

Strategy:

The strategy behind the launch of Gionee E7 in India from a digital standpoint was to integrate and bring the leading bloggers as well as the fans on the same table at the launch of the device. In a never heard before exercise, the agency in charge of digital marketing leveraged several owned Social Media properties such as Twitter profile, Facebook page, specially designed landing pages within the Gionee India website to engage with the audience. The plan was to start building up for the launch right from the day of the global launch and continue the activity and engagement all the way till the device landed in India through consumer contests, blogger contests and live engagement around the product. Media Spent did not kick in, until the device was in the market in mid of Feb 2014.

Creativity and Innovation:

The launch of the GioneeElife E7 was perhaps the biggest and unlike any other product launch in India. The launch in India took place at the Buddha International Circuit in Greater Noida, the premium F1 track. To symbolize the speed and the advancement of technology that Gionee had packaged into the E7, an interesting race was held at the circuit which had the leading journalists, bloggers, consumers, dealers, Gionee employees participate alike. A pre activity was done to select the participants of the race on Social Platforms and further live updates from the activity as well as the device launch that followed, were sent out on the Social Media profiles.

Execution:

The pre buzz of the activity began right at the Global launch of the device which was held in China on November 26,2013. The agency began asking the audience on their Twitter page what they expected from the Gionee E7 and encouraged them to predict the specifications as well as the features of the device. The gratification of the engagement being that the winner of the contest would be the first Indian owner of the Gionee E7 when it hits the Indian markets. They received overwhelming response for the activity and as a result, #GioneeE7 was trending worldwide on the day of global launch on China. Exclusive images from the launch, regular updates as well as live stream from China was shared with the audience across on Twitter, Facebook and on the microsite hosted on the official Gionee India website.

Once the device was launched in India, the agency started getting their strategies in place for the India launch. In order to pick a team of ten consumers for a race team from the Social Channels, an interesting activity was conducted across Twitter and Facebook.

The fans were asked simple questions co-relating Gionee E7 and speed and Formula 1. 5 winners from Facebook and 5 from Twitter were selected and then bought from their city of residence to Delhi in an all-expense paid trip.

After finalizing the consumer team, the next task was to finalize the blogger's/ Online media team. A microsite was set up where all the experts of playing with the tech words and jargons had to tell, 'Given a chance to be a part of the unique Gionee Grand Prix, what would they like to capture on the BIC, using the ravishing camera of the Gionee E7?'

A mailer was shot to about 100+ bloggers and influential writers giving them two days to complete the activity. Of 58+ entries received, a jury of Social Media experts, picked the twenty most deserving candidates, and they were intimated the fact that they would be participating in

the race.

After completing the roster of the two teams and 8 other comprising of dealers, Gionee Management etc, the digital marketing agency proceeded to the launch day. A pre buzz was conducted on twitter a day in advance to let people know that the big launch was happening the next day with #MadeforShooting.

On the big day, right from 10 AM, the Social Media took to platforms such as Twitter, Facebook, Instagram and Vine to post regular updates and engage the audience in a chitchat by asking them how they plan to utilise the Gionee E7 in their lives and climb up the ladder of coolness quotient as well as dwelling into the history of Camera and technology behind it.

They also designed a quick app in the background, that would send out an automated tweet once a particular invited journalist or personality joins the event. This helped to create a personal engagement with the attendees and tap into their influential circle. A live stream was setup and shared across all the platforms so that those not attending the event did not feel left out.

Results:

The launch of the GioneeElife E7 in India was a mega success. A large part of the device doing well in the market has been down to the fact that via these various activities ensured the audience was educated and informed of the product very well. Apart from trending worldwide on the day of the global launch of the device in China, where Twitter was blocked, a lot of activities were planned for the launch.

- a. Analyze the digital marketing mix employed in the launch of Gionee E7. (5)
 - b. Critically examine the social marketing strategy adopted by the agency to promote the product. (5)
 - c. If you are the person responsible for the social media campaign, how you would have improvised? (5)
 - d. What other digital marketing tools could have been included in the promotion strategy? (5)
- (20 marks)
