

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (MARKETING) 2017 – 19 BATCH
IV TRIM – END TERM EXAM
Digital & Social Media Marketing

Date: 28/09/2018

Marks : 50

Time : 3 Hours

Section 1: This is a compulsory question (20 Marks)

Malabar Gold and Diamonds wants to promote their in-store bridal collection. They have decided to do so by organizing a lucky draw. You are called in as a digital marketing expert to drive an impulse buying campaign using Facebook as an advertising medium from 28th Sep 2018 to 30th Sep 2018. The campaign needs to target everyone who is getting married in the month of October 2018 and is in-market for a bridal collection.

You can find the details here - <https://www.malabargoldanddiamonds.com/brides-of-india/stores.html>

You need to answer the following questions:

1. What targeting will you go ahead with? Please specify the potential reach considering the best possible targeting.
2. The brand wants to use different communication strategies for Facebook and Instagram. You are required to create 2 Ad sets with Facebook and Instagram as placements. What is the potential reach for the 2 Ad sets individually? Also, please recommend the ideal budget for the 2 Ad sets individually for the 3 day campaign.
3. The brand wants to drive traffic to the landing page. What CPC bid cap is recommended for each of the 2 Ad sets?
4. If you had to change the bid to CPM, would you see an increase in clicks? Please mention the difference in the number of clicks when the bid method is changed for each of the 2 Ad sets. Also, mention the recommended CPM cap for each Ad set.
5. If the purchase to unique impressions (adding unique impressions across Facebook and Instagram) ratio for Malabar is 0.02% and the average purchase value is INR 68,900 when you optimize a campaign for maximum traffic, what is the projected ROI of this advertising campaign?

Section 2: Answer any two out of the three questions below (10 marks each)

1. Using the Audience Insights tool, please suggest three variations for the targeting you used for the Malabar Gold and Diamonds campaign. Please specify the potential reach.
2. If the same campaign is to be run on LinkedIn, please specify the targeting. What is the reach? Also, which method is more favourable, CPC or CPM. How many clicks are expected if the CTR is 0.1% for a lifetime campaign budget of INR 5 lacs.
3. Write a Facebook ad copy for the following landing pages:

<https://cheapticket.in/b2c/cms/domesticflights/13>

<https://www.savaari.com/mumbai/book-taxi>

<https://www.coupondunia.in/hicare>

Please keep in mind the character limits:

Title of Ad Copy – Not more than 25 characters

Text of Ad Copy – Not more than 90 characters

Section 3: Answer any one out of the two questions below (10 marks each)

1. An ecommerce brand that sells beauty products online is contemplating on developing a mobile application. Do you think they need an app? Do give reasons for your answer. They have also decided to promote the brand on social media. List down the things that they can do to promote themselves on social platforms.
2. If you had to run a Facebook contest for the Malabar bridal collection campaign, what concept will you use? Design a contest construct clearly specifying the methodology.