K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (M) / PGDM (RM) – 2016-18 – IV TRIM
Digital Marketing

Date : 15/09/2017   Marks : 50   Time : 3 Hours

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

Design a Facebook campaign to drive traffic to the website http://bata.in/.

1. Mention the product/category you have selected from the above website. Why do you feel that Facebook is the right platform to drive this category?
2. Mention in detail the targeting that you will use for the selected category. Mention the size of the audience selected. What extra filters can you add to your targeting from audience insights? How many Advert Sets will you create? Group your targeting into different Advert Sets.
3. Picking one Advert Set, what bid methodology will you decide to go ahead with if you had 100,000 to spend on the campaign and historically your CTR has been 0.5%. Justify your answer.
4. If 1% of the audience who end up visiting http://bata.in purchase on an average a product of INR 1500 from the brand (either online or offline), is the campaign profitable for the brand? Give reasons for your answer.
5. What CTR would BATA need to hit to break even?

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

1. What targeting would make sense for BATA if they choose to advertise on LinkedIn? How many people would be a part of that targeting? Exact number is expected.
2. If BATA gets a CTR of 0.1% on LinkedIn, which bid methodology would you proceed with assuming your intent is to drive traffic to their website?
3. Write a Facebook ad copy for the following landing pages:

   http://kalyanjewellersonline.com/shop/jewellery/product-type=bangle/

   http://kalyanjewellersonline.com/shop/jewellery/division=diamond%7Cproduct-type=stud/

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. If you had to run a Google search campaign for https://www.tajhotels.com/, which keywords would you add as negative keywords? Why?

What do you interpret from the above numbers?

2. 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.