

**K. J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES AND RESEARCH**

**Program: P.G.D.M IB /COMM, V Tri (Batch 2016-18)**

**Subject: DIGITAL MARKETING**  
**(End-Term Examination)**

**Date of Exam: 28<sup>th</sup> Dec 2017**

**Time: 3 Hours**

**Marks: 50**

**Notes:**

- **Please note that the exam needs to be conducted in a lab with students having access to the internet and social networking websites. Output is expected on an answer sheet.**
- **Section 1: is a compulsory question (20 Marks)**
- **Section 2 : Answer any 2 out of 3 questions (10 M each)**
- **Section 3 : Answer any 1 out of 2 questions (10 M each)**

**SECTION 1**

**Q. 1 (20M)**

TTK Prestige Limited, has emerged as India's largest kitchen appliances company catering to the needs of home makers in the country. Prestige Smart Kitchen retail outlets cater to the kitchen ware needs of customers. Prestige wants to run a Facebook ad campaign trying to drive targeted traffic to <https://www.prestigesmartkitchen.com/>. About three months back, they had done a test campaign on the same platform with the following results:

| <b>Brand Name</b> | <b>Amount Spent/Cost (INR)</b> | <b>Impressions</b> | <b>Clicks</b> |
|-------------------|--------------------------------|--------------------|---------------|
| Prestige          | 2,13,629                       | 33,86,374          | 43,411        |

You have been called in as a Digital Marketing expert to improve the above performance. The questions that you need to answer are:

- a) What kind of targeting should Prestige use? Detailed targeting is expected with justification and potential reach on the platform.
- b) According to the data given in the above table, if you were to burn 10 lac impressions during the campaign duration, what budget would you recommend for the campaign?
- c) Historical data for the home appliances category on Facebook suggests that for a combination of different targeting options used, the CPMs average out at INR 50, CPCs average out at INR 1.20 and CTR averages out at 1.7%. Using this information and the budget information from step 2, please specify the bid

- methodology (CPM or CPC) that you will go ahead with for this campaign. Give reasons for your selection based on data.
- d) The impression to sale ratio for prestige from Facebook is 0.02% and the average ticket size of transactions is INR 2200, with a margin of 5%. Based on your projections from step 3, what is the profit/loss for this campaign?

**SECTION 2: (Any 2 out of 3 – 10M each)**

**Q 2. (10 M)**

Create a Keyword Basket for:-

[https://www3.lenovo.com/in/en/smartphones/c/smartphones?menu-id=Lenovo\\_Smartphones.](https://www3.lenovo.com/in/en/smartphones/c/smartphones?menu-id=Lenovo_Smartphones)

Please include at least 25 keywords in the list, grouping them with justification.

**Q. 3 (10 M)**

Lenovo - <https://www3.lenovo.com/in/en/desktops-and-all-in-ones/lenovo/lenovo-v-series-tower-desktops/c/v-series-towers> wants to increase sales of their tower PCs and have decided to use LinkedIn as a platform for this. What targeting will you use in case you decide to go ahead with running text ads on LinkedIn? Please specify the exact number of people in the targeting. If historical CTR of all Lenovo campaigns has been 0.1%, which bidding method will you use? For a total budget of INR 25 lacs for a period of 3 months, how much traffic can you drive to the above landing page?

**Q. 4 (10 M)**

Write Facebook ad copies for the new series of laptops launched by Lenovo -

[https://www3.lenovo.com/in/en/laptops/yoga/c/yoga?menu-id=Yoga.](https://www3.lenovo.com/in/en/laptops/yoga/c/yoga?menu-id=Yoga)

- News Feed Ad on Facebook Mobile - Headline: 25 Characters , Ad copy Text: 90 Characters
- Desktop Ad on Facebook :- Headline: 15 characters, Ad copy Text: 60 characters
- Audience network ad:- Headline: 20 characters , Ad copy Text: 75 characters

**SECTION 3 (Any ONE out of TWO - 10 M)**

**Q. 5 (10 M)** List down the top interests for your Facebook profile using ad preferences in your Facebook account settings. Using audience insights in business manager, identify the gender and cities where people are most likely to have the same interests?

**Q. 6 (10 M)** What are the overlapping interests for males in India in the age group of 35-50 interested in cricket according to audience insights?

-----End of Paper-----