

K.J. SOMAIYA INSTITUTE OF MANAGEMENT STUDIES & RESEARCH
PGDM (RM) 2017 – 19 III TRIM
Digital & Social Media Marketing
(End Term Exam)

Total Marks: 50

Date : 27/03/2018

Time: 3 Hours

Answer the following questions:

Q1. Consider that you own a photography website. What would be the key features of your website and how would you increase traffic to your website. (10 Marks)

Q2. A leading co-operative bank wants to provide web trading services to their clients in India. Design a social media marketing plan with assumptions, if any. (10 Marks)

Q3. Digital marketing is challenging but difficult task before global marketers - Explain this statement with reference to modern tools and techniques of digital marketing into practice. Give suitable examples. (10 Marks)

Q4. Explain how 'RACE' framework would be applicable in designing Digital strategy with help of an example. (10 Marks)

Q5. Having launched the Gionee Elife E6 in India and announced its arrival to the continent of India, Gionee Mobile was all set to bring the Gionee Elife E7 to the country of billions of mobile enthusiasts. The device was billed to have the best Camera in any Android smartphone 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 smartphones and one several journalists billed to be the game changer for Gionee as they continue their foray into the crowded Indian smartphone market.

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, we leveraged several owned Social Media properties such as Twitter profile, Facebook page, specially designed landing pages within the Gionee India website to engage with our 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. 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 team began asking the audience on our 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. The team 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 digital team started getting their strategies in place for the India launch. Since they needed to pick a team of ten consumers for a race team from their Social Channels, they conducted an interesting activity across Twitter and Facebook. After finalizing the consumer team, the next task was to finalize the blogger's/ online media team. The team had set up a microsite where all the experts of playing with the tech words and jargons had to tell about - 'Given a chance to be a part of the unique Gionee Grand Prix, what would they like to capture, using the ravishing camera of the Gionee E7?' After completing the roster of the two teams and 8 other comprising of dealers, Gionee Management etc, - it was the launch day. A pre buzz was conducted on twitter a day in advance to let people know that the big launch is 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 utilize 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. The digital team also designed a quick app in the background which would send out an automated tweet once a particular invited journalist or personality joined 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.

- a) As mentioned in the case, explain the digital marketing strategy adopted for the launch of Gionee E7. (10 Marks)

---- All the best-----