



DIGITAL MARKETING TECHNIQUES

AUGUST 2023

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: 10th November 2023

Three hours duration

The Mock will be 3 hours in duration

The mock has **TWO** Parts.

Task 1 is worth 40% of the total marks available

Task 2 is worth 60% of the total marks available.

You are required to give your answers in the CIMG answer book provided. Do not repeat the task in your answer, but show clearly the number of the task attempted on the appropriate pages of the answer book. Please start each task on a new page.

Rough work and notes **must** be written in the answer book or on supplementary sheets and **must** be clearly identified.



PART A – COMPULSORY (CASE STUDY)**QUESTION ONE*****BUY_HER_CLOTHES (BHC)***

BUY_HER_CLOTHES (BHC) leading importer and distributor of Clothes (Fashion and Fabric Industry) in the Ghanaian market. BUY_HER_CLOTHES (BHC) was established in 2019 by Miss Nana Ama Adubea Donyina and her husband. With the mission of providing quality fabric for the Ghanaian market, BHC is eager to begin its production in Ghana BHC has acquired a 24acre plot of Land in Sunyani. BHC aims to be at the level of GTP, Akosombo Textile among others.

To achieve its strategic intent, BHC operates a flat functional organisation structure. BHC has an estimated annual sale of about 16 million Ghana cedis. BHC has eight (8) permanent staff over fifteen (15) Sales representatives and a delivery team to help deliver customers' orders. BHC distributes its clothes to the rest of the Ghanaian market from its Sunyani office and WhatsApp through the company sales reps, delivery team and third-party delivery services. BHC has over 30 clothing lines ranging from African print, ladies' ware, office dresses etc.

The fashion and fabric industries in other advanced countries have already begun to adapt to digitalization. The COVID-19 crisis has meant that most clothing companies and their respective distributors are required to move towards digitalization and new business models to survive and reach their target audiences. BHC intends to lead the fashion and fabric digital agenda and seeks to develop a mobile-driven content program and integrate the traditional customer service channel via a website, WhatsApp, Facebook and other social media channels to engage its customers.

BHC will require a digital strategy combined with a leadership response to deliver business impact. Drivers of this strategy will include increased digitization to improve customer experience, new distribution channels, operational efficiencies, and the need to invest in areas that offer a competitive advantage. BHC operates in one of the world's most heavily regulated industries, which brings particular problems. To get and hold their audience's attention, they must compete against a large number of E-commerce businesses and digital channels. BHC will also have the extra problem of having to deliver messages and design customer experiences that are appropriate for consumers and decision-makers(buyers). This means that BHC must implement an omnichannel marketing strategy to engage audiences and increase brand performance.



You have been employed Digital Marketing Executive in BHC to lead this digital agenda. You are tasked to produce a report on their online strategy bearing in mind the regulated nature of the industry. You have been asked to provide the following:

- (a) Conduct a SWOT analysis that identifies key strategic digital options for BHC within the fashion and fabric industry, with a focus on developing a digital strategy.
(12 marks)
- (b) Produce at least **FOUR** (4) goals it seeks to achieve with its Digital Strategy.
(8 marks)
- (c) Explain with examples at least **FOUR** (4) digital media mixes you will recommend for BHC.
(8 marks)
- (d) Explain with examples at least **SIX** (6) problems BHC may face by adopting a 360-degree digital marketing strategy
(12 marks)

PART B – Answer THREE Questions Only in this section

QUESTION TWO

You work at Ghana School of Marketing as a Digital Marketing Executive and the board of Directors has asked you to produce a report that explains how the school can best achieve the marketing communication goal of reaching new customers utilizing digital marketing strategies. Give examples of at least FIVE (5) applicable digital marketing technologies, that can help you to achieve this goal that your superior had observed.

(Total 20 marks)

QUESTION THREE

Choosing a company of your choice, your marketing team has asked you to produce a briefing paper on SEO (Search Engine Optimization) for your colleagues in the marketing department. The purpose of the paper is to find quick ways of attracting new visitors to your web and social media sites. The importance of SEO (Search Engine Optimization) in Digital Marketing cannot be overstated. Please describe FIVE (5) ways you would boost the organic search ranking of these digital channels and highlight some of the advantages of adopting these ways.

(Total 20 marks)



QUESTION FOUR

You heard a Digital Marketing Consultant in training for your marketing team saying; “Content marketing is the gap between what brands produce and what consumers want” Do you believe this assertion? As the executive in charge of Digital Marketing for your company, you are to present a report to the entire marketing team the views on this assertion. Identify and explain at least FIVE (5) ways that businesses can employ to inspire engagement, with real-life examples to back up your claims.

(20 marks)

QUESTION FIVE

You work in a Ghanaian University as a newly appointed Digital Marketing Executive and your manager has asked you to produce a report on digital marketing tools that could be used for engaging customers. Your report has to capture the following;

(a) Describe FIVE (5) social media platforms you will suggest, by providing examples of best use.

(10 marks)

(b) Explain with FIVE (5) examples why your company needs a digital strategy

(10 marks)

QUESTION SIX

Determine to the senior management team of a corporate marketing training company in Ghana what Digital Marketing entails and explain with emphasis on FOUR (4) email marketing types that can be used in a campaign to engage the company’s audience.

