



DIGITAL MARKETING TECHNIQUES

AUG 2022

MOCK EXAMS

Time: 5:30 PM – 8:30 PM

Date: NOVEMBER 11th, 2022

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 GSM answer booklet 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.



SECTION A (COMPULSORY)

MD DISTRIBUTION SOLUTIONS (MDS)

MD Distribution Solutions (MDS) leading importer and distributor of Fast-moving consumer goods (FMCG) on the Ghanaian market. MD Distribution Solutions was established in 2008 by Miss Margaret Appiah-Kubi and her Husband. With the mission of providing solutions to distribution challenges in the FMCGs sector in Ghana, MDS imports and distributes products ranges from several multinational/FMCGs companies like PZ Cussons, Nestle', Unilever, Diageo, RB, and twenty-three others.

To achieve its strategic intent, MDS operates a flat functional organisation structure. MDS has an estimated annual sale of about 156 million Ghana cedis. MDS has 33 permanent staff and over 77 Van Sales representatives and drivers to help it deliver those brands to customers. MDS distributes its products to the rest of the Ghanaian market from its Accra warehouse through three independent distribution partners. MDS has over 500 products ranging from food, home care, and personal care products.

The FMCGs industries in other advanced countries have already begun to adapt to digital. The COVID-19 crisis has meant that most FMCGs and their respective distributors are required to move towards digital-only strategies with some launching new business models to survive and reach their target audiences. MDS intends to lead the FMCGs distributors' digital agenda and seeks to develop a mobile-driven content programme and integrate the traditional customer service channel via a website, WhatsApp, Facebook, and other social media channels to engage its customers.

MDS 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 offered a competitive advantage. MDS 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. MDS 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 MDS must implement an omnichannel marketing strategy to engage audiences and increase brand performance.

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

- (a) Conduct a SWOT analysis that identifies key strategic digital options for MDS within pharmaceutical 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 mix you will recommend for MDS.
(8 marks)

- (d) Explain with examples at least **SIX** (6) problems MDS may face by adopting a 360 degree digital marketing strategy
(12 marks)



PART B - (Answer THREE Questions Only)**QUESTION TWO**

You work at Ghana School of Marketing as a Digital Marketing Manager 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 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. As 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 a training for your marketing team saying; “Content marketing is the gap between what brands produce and what consumers actually 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 with your 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 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. **(20 marks)**

