



DIGITAL MARKETING TECHNIQUES
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 02 June</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total marks available.</p>
<p>You are required to give your answers in the GSM 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.</p> <p>Rough work and notes must be written in the answer book or on supplementary sheets and must be clearly identified.</p>



PART A- Compulsory

CASE STUDY:

MAXY FOODS

Maxy Foods Incorporated (hereafter, Maxy) is a limited liability company that was founded in 2008 by two brothers of the Maxy family. The Company is based in Kumasi, Ghana, and is locally owned. Maxy operates within the Fast-Moving Consumer Goods (FMCG) sector. It specializes in the production and marketing of healthy snacks within the food and beverage sub-sectors. Maxy boasts a 25% market share and has a total workforce of 520 employees. For the year ended June 2020, Maxy recorded revenues of GHS1.2 million, a decrease of 8% against the previous year's revenue.

Maxy prides itself on being a health-conscious food company with a strong brand image that is associated with good quality, health and wellness, and excellent value. Maxy produces and markets 12 packaged food products and 10 beverage products. Direct competitors of Maxy are companies that operate within the health niche segment of the food and beverage sub-sectors. Eike and Eike Inc. and Ghanide Ltd. are the two main competitors of Maxy.

Maxy's customer base consists of the middle or working class, who are gainfully employed, studying at college, or running a business. Their key customer segment is the health-conscious who have greater stability in employment and income. The company distribute its products via independent wholesalers that supply hundreds of retailers throughout the country. They also sell directly to institutional buyers: hotels, restaurants, and some governmental agencies.

The company's employees are hired based on education, skill-set, passion for work, and job experience. They are hired especially from the local communities in which the company has a presence. In January 2021, Maxy employed a new Marketing Manager- Fredrick Obeng, who had some advanced professional qualifications in digital marketing and has a keen interest in his specialisation because of the numerous benefits it offers FMCG organisations.



Fredrick has observed a massive shift to digital marketing due to the increase in screen time on our mobiles and laptops as we slowly abandon old mediums of communication such as TV and radio. Combined with the rise of eCommerce stores and advancements in logistics, customers now want to buy everything online and from the convenience of their homes.

Fredrick decided to present a proposal to the management of Maxy because he has in hindsight observed a massive shift to a digital marketing strategy due to the increase in screen time on customers' mobiles phones and laptops as they slowly abandon old mediums of communication such as TV and radio. He has also seen a rise in e-Commerce stores because just as jumia.com.gh, superprice.com kikuu.com. melcomonline.com, zoobashop and a lot more because customers now want to buy everything online and from the convenience of their homes.

In October 2021, he contracted the services of Datafields Ghana, a Ghanaian-based market research agency to conduct a 360 degrees of market research on the prospects of digital marketing as he intends to fully integrate digital marketing and provide 50 per cent of the 2023 marketing budget to that cause. The following were the insights gathered from the field.

Most FMCGs in Ghana used to sell their products solely by talking about their features and benefits on television, outdoor media, newspapers, and radio, all of which broadcast the same message about what the product was and did. Because it was not appealing and did not appeal to people individually, such marketing was ineffective. Some Ghanaian FMCG companies are altering this dramatically since the introduction of digital marketing.

- Customers can receive content that is tailored to them through digital marketing. They may interact with the brand and talk about it, show others what they use, and help the business gain popularity for their efforts. This tendency can heavily be exploited by FMCGs. A customer receives more customised branding and more relevant advertisements when using user-centric content marketing.
- According to the study, an average adult in Ghana spends roughly 2 hours and 40 minutes each day on social media. This is a significant period during which a brand's clients are



extremely engaged and reachable. Each social media channel such as Facebook, Instagram, WhatsApp, Twitter, YouTube, LinkedIn and TikTok is unique and beneficial for a specific target.

- Traditional methods of communication only allowed for one-way dialogue, with the marketing of its brands to users. The ability to interact between companies and users has altered as a result of new media. Smart companies can adopt a “user-generated content” strategy to empower their customers to promote their products.
- People tend to believe other people they respect. Companies are asking influencers to create content using the brand's product or service and promote conversation among their fans about it through influencer marketing. An influencer may provide a brand and its product a lot of credibilities, which is especially important for FMCG brands.
- Automated email marketing is the most recent marketing breakthrough. Rather than using mass mailers to send out general messages and offers.
- Many FMCGs in Ghana do not have eCommerce stores on their websites, which may seem ludicrous. They rely on digital marketing to boost their offline sales, but they ignore the simple option of selling straight to customers online. Because an increasing number of consumers are beginning to shop online.

QUESTION ONE

You work as the Digital Marketing Executive of Maxy Foods. Your Marketing Manager to perform the following;

- (a) Assess THREE (3) digital marketing tools that can be useful for Maxy Foods in attracting more customers
(12 marks)
- (b) Describe with FOUR (4) examples digital metrics that can be adopted by Maxy to measure its digital performance with tools described in (1a)
(8 marks)



- (c) Discuss with examples at least FIVE (5) benefits Maxy Foods is likely to gain by adopting digital marketing **(10 marks)**
- (d) Describe how Maxy adoption to digital marketing will differ from their traditional marketing in FIVE (5) ways. Explain the differences and similarities between them, as well as a real-life example of each. **(10 marks)**

(TOTAL 40 MARKS)

PART TWO – Answer THREE Questions Only in this section

QUESTION TWO

As a newly appointed digital marketing executive of a multimedia house. You have been asked by your Marketing Manager to produce a brief report which analyses “Why do two-thirds of all consumer goods sales are influenced by word of mouth (WOM)”? Provide with examples of FIVE (5) ways a marketer in a multimedia company can promote Viral marketing. Give a real life examples if possible.

(20 marks)

QUESTION THREE

How can marketers segment and target consumers online if they behave differently in their digital lives? Use at least FIVE (5) applicable concepts or models and examples to support your answer.

(20 marks)

QUESTION FOUR

The management of Maxy Foods has received an interim report from a group of consultants in the digital marketing space looking at monitoring and evaluating digital marketing performance. Some managers are unclear about some of its content and have asked to write a memo that discusses at least FIVE (5) digital metrics for their email marketing and social media marketing media platforms

(20 marks)



QUESTION FIVE

You have been asked to produce a report to your Marketing Manager, that describe how the AIDA (Awareness, Interest, Desire, and Action) hierarchy of effects paradigm applies to online communication. Provide real life examples to each stage of this model

(20 marks)

QUESTION SIX

A client who is interest to start a B2B transportation business approached you on multi-channel, digital marketing strategy aimed at reaching a target audience on their smartphones, tablets, and/or other mobile devices, via websites, email, SMS and MMS, and social media, and app. As a Digital Marketing consultant, you are to explain with FIVE (5) examples the benefits to be derived from using this channel. **(20 marks)**

