

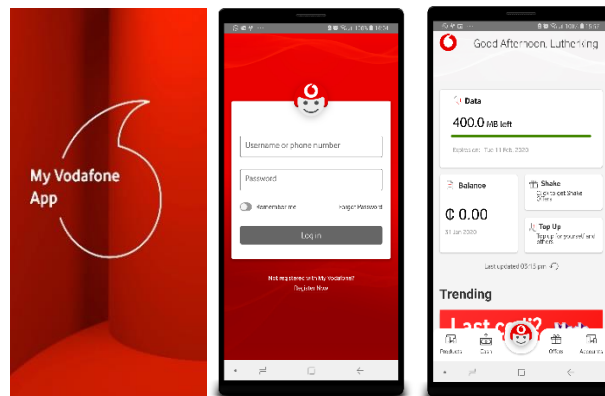


DIGITAL OPTIMIZATION AND STRATEGY
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 01 June</p> <p>Three hours duration</p> <p>The Mock will be 3 hours in duration.</p> <p>The mock has TWO Parts.</p> <p>Part 1 is worth 40% of the total marks available.</p> <p>Part 2 is worth 60% of the total 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>



SECTION A**CASE STUDY****QUESTION ONE (1) COMPULSORY****CONTEXT**

In addition to being one of the largest and leading tech and mobile telecom company in Ghana, ranked second in voice market share with 14.51%, and data market share with 13.20% (NCA, 2023), Ghana Telecommunications Company Limited (Vodafone Ghana) is a great example of continuous optimisation of its digital channels, especially the Vodafone App.

THE VODAFONE APP – MEASURING THE WRONG THING

Source: Google Play Store (2023)

In May of 2023, Vodafone Ghana introduced a new ‘SuperApp’ called the My Vodafone (Ghana). My Vodafone App is a mobile application that allows you access to an unlimited number of Vodafone Services. With this application users can manage all your Vodafone services, top up and transfer airtime, access bills and payments, locate the nearest retail shop with a built-in store-finder feature, purchase a bundle or bundle for someone (one-time or auto renewable bundles, shake bundles) etc. Customers have an easy-to-use app for everything Vodafone and they will not have to memorise a wide range of USSD codes for various services. New features were scheduled to be added to the app every month to improve the digital experience of all Vodafone customers.

To gain the mobile digital market share in the Ghanaian telecom space, the mobile app was upgraded and uploaded onto both Play Store and Apple Store for customers to download and utilise. Some problems emerged in the early months after the update. A huge number of customers, especially those with disability struggled to use the interface of the App.

Although Vodafone Ghana had access to a new update which could have potentially solved the issues, it chose not to implement the update. Vodafone Ghana’s reputation was marred as this action of the company was not in light with their “accessibility” corporate value.

Q1.

a. Develop a range of four (4) justifiable digital goals and suggest four (4) action points you will use in optimising Vodafone Ghana App for customers with disability.

(20 Marks)

b. State four (4) factors that can prevent Vodafone Ghana from benefiting from the benefits of conversion rate optimisation.

(20 Marks)

SECTION B

Q2. In your recent role as the Digital Optimisation Officer in your company, you were tasked by the CEO to explain the following with illustrations to your team members

- a. Online focus groups
- b. Online interviews
- c. Inline text analysis
- d. Social network analysis.

(20 Marks)

Q3. In your recent meeting with your Chief Marketing Officer (CMO), you are tasked to do the following regarding your website.

- a. Outline and explain three (3) key elements that possess the tendency to influence the conversion rate of the company website.
- b. Create and justify a conversion optimisation plan for the company's website.

(20 Marks)

Q4. In your recent meeting with your volunteering organisation, you are tasked to undertake a digital situational analysis on all the firm's digital channels (i.e., LinkedIn, Facebook, website).

- a. With the assistance of SWOT/TOWS framework undertake a digital situational analysis for them.
- b. Critique the SWOT/TOWS framework
- c. Suggest two (2) best practices needed to assist the organisation in optimising their digital channels

(20 Marks)

Q5. In your recent role as a marketing executive, you are tasked by your CEO to discuss five (5) disruptive business models for the firm and critique three of them considering their implementation challenges.

(20 Marks)



Q6. In your recent consulting undertaking with Multichoice Ghana, you are tasked to do the following.

- a.** Explain what digital marketing analytics is.
- b.** With practical examples, explain three types of digital metrics
- c.** Recommend three (3) marketing analytics tools Multichoice can use for managing and measuring the performance of their marketing campaigns.

(20 Marks)

