DIGITAL OPTIMISATION STRATEGY

NOVEMBER 2021

MOCK EXAMS

Time: 5:30PM – 8:30PM

Date: 1st DECEMBER 2021

Three hours duration

The mock has **TWO** Parts.

Part 1 is worth 40% of the total marks available

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

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

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

CASE STUDY

Kofi is a Product Manager for a consumer electronics company. He is developing an online structure plan and has already completed a detailed marketing audit. He is meeting his boss to agree goals for the year. His audit identified changes in demand driven by new operating systems and both wider and easier access to high-speed broadband. According to his research 99% of consumers in his chosen segments now use online handheld devices. Kofi has confidence in his research findings as he selected a small group of valued customers who all participated in a short discussion session, facilitate by an external research company.

Through this, Kofi gained some detailed insights, which will help to shape his plan online. In particular, from this research, Kofi has identified that friends and family members can significantly influence consumer decision-making for this product. Kofi has decided, as a priority, to make changes to the online design, functionality and warranty on his leading product online campaigns.

Kofi is a ware, digital strategy needs to focus more on creating policies, priorities and people. The reason the company is investing in digital innovation starts with people, which is why the best digital plans are a healthy blend of empathy for the customer paired with technical experts.

PART A - Compulsory

QUESTION ONE:

1. what are the aapproaches and priorities Kofi must consider in structuring his digital plan to maximise growth and profitability?

2. Why should Kofi focus more on creating policies, priorities and people in his design?

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PART B – Answer Three Questions Only

Essay Questions

QUESTION TWO:

Develop and justify a conversion optimization plan for an organization, to support conversion rate. This should consider:

    a. The key elements that influence conversion rates *(10Marks)*

    b. Conversion objectives *(10 Marks)*

QUESTION THREE:

You work in the Marketing Department of a Kasapreko Company Limited as a Digital Manager. You have been asked to produce a REPORT that:

Assesses the relevance, influence and impact of online and offline communication tools on organisations *(20 Marks)*

QUESTION FOUR

As a Digital Marketing Manager, you have been asked by the Senior Management Team, (SMT) to write a report, consider the digital analytic tool that could monitor and measure online performance and will help the organisation meet its objectives for growth or sustain its current market option.

Explain the concept of web Analytic and Digital marketing Analytic and their benefits to business. *(20 Marks)*

QUESTION FIVE:

As a Digital Marketing Manager, you have been asked by the Senior Management Team, (SMT) to write a report, by explaining the following digital marketing metrics associated with lead magnets and content offers.

    a. Call-to-Action (CTA) Click-Through Rate *(6 Marks)*

    b. Conversion Rate *(8 Marks)*

    c. Pop-Up Conversions *(6 Marks)*

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QUESTION SIX:

Disruptive business models are neither exhaustive nor complete. The most important business models that have been responsible for the most important innovations in many markets. The goal is that everyone can understand the most important business models base on the influence of the external and internal marketing environments. You have been asked to produce a REPORT on the follow business models:

1. Freemium Model

2. Subscription Model

Briefly explain why it works, what the reason is, and which companies are an example of this business model. *(20 Marks)*

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