



ADVANCED DIGITAL MARKETING
MARCH 2023
MOCK EXAMS
<p>Time: 5:30PM – 8:30PM</p> <p>Date: 03 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

Barbeques Galore has been supplying Australians with high-quality barbeques and expert advice since 1977. Today, with more than 90 stores throughout the country, Barbeques Galore not only leads the market in Barbeque retailing but also specialises in Outdoor Furniture and Heating!

Barbeques are our passion – some may say obsession. It's no wonder we proudly stock the widest range of barbeque products - including LPG, natural gas, charcoal, and electric – featuring quality brands such as Turbo, Beefmaster, and the award-winning Ziegler & Brown.

The Barbecues Galore website had a low conversion rate due to technical, usability, and value communication issues. For example, when a product was added in different product categories the URL slug of the product itself would change. "This presented us with issues we needed to address immediately, as a product that constantly changes in URL is not SEO friendly and would present with unwanted 301 redirects and in some cases 404s," said Andres Aguero, Senior SEO Specialist, Barbecues Galore.

The new site fixed those technical issues and also did a better job of communicating value to the customer. For example, the product listing page on the old website had very few pictures and did not prominently feature reviews.

"We ended up figuring out that when people are making a large purchase online they want to feel safe and secure that their money is being well spent," Aguero said.

The team invested in adding additional photos to the product listing and reached out to previous customers from both the online and brick-and-mortar locations to request a product review. Due to unforeseen circumstances, the team had to push the live date of the website to April 2020. "This was a big risk at the time as we were at the peak of COVID-19 and all of our brick-and-mortar locations had been closed. Our only source of income at that time was our online revenue," Aguero said.

The redesign paid off. Revenue from April to August 2020 increased 311% compared to the same time frame in the previous year and revenue from organic traffic increased 172%. (Much of that increase likely has to do with the site improvements, however this reporter questions if increased demand for backyard products due to COVID-19 lockdowns may have also played a role in the revenue increase.)

Barbecues Galore Intend to introduce gift card, for this will be key to unlock the growth in the conversion rate and customer retention. Though online and mobile



shopping surged when social distancing was introduced the company is yet to fully explore the opportunities this presents.

A weakness Barbecues Galore needs to work on is online customer engagement. This has been a challenge making the company experience a high bounce rate which is affecting the conversion rate.

“My advice for other marketers would be to focus on your website’s existing traffic first before you make any other investments. Our PPC specialist was spending a crazy amount of money on a monthly basis only to see low conversion rates. If your conversion rate is low, then try to figure out why. Take a look at your competitors and see what they are doing. After you’ve done that, then you can start making investments into PPC or SEO,” Aguero advised.

PART A– Compulsory

QUESTION ONE

As a Digital Marketing Consultant, you have been invited by Barbecues Galore to produce a report on enhancing the company’s online presence through digital content. You have been asked by the Senior Management Team to produce a report to address the following tasks;

(a) Critically assess the measures Barbecues Galore can take to enhance its online conversion rate.

(10 marks)

(b) Critically Evaluate the key drivers for Barbecues Galore adapting ecommerce business.

(10 marks)

(c) Illustrate the steps Barbecues Galore needs to take in establishing a robust e-commerce website.

(10 marks)



(d) Recommend with Justification e-commerce strategy that Barbecues Galore needs to adapt to address its weaknesses. Outline Three (3) roles ecommerce intermediaries can play in the recommended strategy.

(10 marks)

(40 marks)

PART B – Answer THREE (3) questions only here

QUESTION TWO (Briefing paper)

(a) **Explain** with examples the marketing considerations Barbecues Galore needs to adapt to explore opportunities in the market.

[5 marks]

(b) Critically **evaluate** two types of hosting that might be relevant to Barbeques Galore, highlighting factors to consider when choosing a host.

[5 marks]

(c) Demonstrate the factors Barbeques Galore needs to consider when selecting an appropriate ISP.

[10 marks]

QUESTION THREE (Report)

(a) Looking at the technological challenges facing Barbeques Galore. As a Digital Marketing expert, critically **compare and contrast** two server OS for Barbeques Galore, justifying one appropriate server OS for the company.

[20 marks]

QUESTION FOUR (Memo)

(a) There are different business models Barbeques Galore can adapt to increase its market share and conversion rate. Recommend, with justification two ecommerce business models to be used by Barbeques Galore.
[10 marks]

(b) Identify five risk and challenges associated to of e-finance, outlining ways Barbeques Galore can use to address these challenges.
[10 marks]

QUESTION FIVE (Memo)

(a) Creating a seamless customer experience is an objective Barbeques Galore needs to consider. As a digital marketing expert produce a memo defining four (4) ecommerce Innovations and new technologies Barbeques Galore can use to give its customers value.
[10 marks]

(b) Assess the Role of Trusted Third Parties in making the customers of Barbeques Galore feel safe and secure using the company's ecommerce platform.
[10 marks]

QUESTION SIX (Presentation)

(a) Customers prefer e-commerce website with different payment options. Considering Barbeques Galore intention to provide customers with a flexible online experience, demonstrate the electronic payment systems Barbeques Galore can deploy to enhance customer online experience.

[10 marks]

(b) Discuss which of the above identified electronic payment systems will be appropriate targeting millennials in the Ghanaian market.

[10 marks]

End of Exams

