

PGDM, 2020-22
Digital Marketing
DM-431

Trimester – IV, End-Term Examination: September, 2021

Time allowed: 2 Hrs and 30 Min

Max Marks: 50

Roll No: _____

Instruction: Students are required to write Roll No. on every page of the question paper, writing anything except the Roll No will be treated as Unfair Means. In case of rough work please use answer sheet.

Sections	No. of Questions to attempt	Marks	Marks
A	3 (Long Questions)	10 Marks each	3*10 = 30
B	Compulsory Case Study	20 Marks	20
		Total Marks	50

Section A (answer one question from each set)

Q1a. What is influencer marketing? What steps a company should take in identifying right influencers? What are the challenges associated with influencer marketing? (CILO-1)

OR

Q1b. Why is keyword selection plays an important role in SEO/SEM? what factors need to be kept in mind while selecting keywords? (CILO-1)

Q2a. Social media has become one of the preferred tools for marketers to engage with consumers. What processes / practices a company must follow to achieve optimum results from social media marketing? (CILO-2)

OR

Q2b. Multiple companies bid for same key words for carrying out "PPC" ads on Google search engine? However, Google, at a time shows only 3-4 ads to the users. What process is followed by Google in shortlisting and showing PPC ads as part of search results? (CILO-2)

Q3a. You are asked to develop inbound marketing strategy for an electronic goods company. How would you go about it? (CILO-3)

OR

Q3b. You are asked to run Instagram campaign for a clothing company? Explain the process you would undertake? (CILO-3)

Section B

READ THE CASE 'TWITTER INDIA: MONETIZING COMMUNICATION' AND ANSWER FOLLOWING QUESTIONS

Q1. Critically evaluate the strategies and activities adopted by Twitter to increase its reach and revenue growth in India? What else it can do to further increase its reach and revenue? (CILO-3) (10)

Q2. Explain in detail how companies can make use of Twitter for marketing and promotional activities? (CILO-2) (10)

Twitter India: Monetizing Communication

A 140-character micro-blogging service which introduced the idea of an individual using an SMS service to communicate with a small group is now possibly the biggest news-breaking conglomerate across the globe. On the origins of the word Twitter, Jack Dorsey who started the service on 21 March 2006 explained the definition of Twitter as “a short burst of inconsequential information.” But considering the impact Twitter has had on global events at a political, business, and personal communication level, it has been anything but inconsequential. At 320 million average monthly users and with 100,000 active advertisers, Twitter has been the voice of global citizens, be it in growth or at war times.

India along with Indonesia, is considered to be one of the top growing Asian markets (just behind Japan); it has around 22.2 million users, according to eMarketer. The numbers are supposed to bump up by 16.5 per cent, still the Twitter population in India at 17 per cent, forms a much smaller portion of the social media users. Nearly 75 per cent of the company’s traffic is from outside the US but it only accounts for 36 per cent of the revenue. The prime goal for Twitter is to increase the number of users in India (which currently lags behind Facebook and Google) and improve adoption of its new products and services.

To boost growth, Twitter is adopting multiple strategies like strengthening its mobile platform, making relevant acquisitions, partnering with private sector banks, developing its advertising offerings, etc. Twitter has also invested heavily in its sales team to increase engagement with advertisers in at least 10 sectors including banking, consumer packaged goods, automobiles and mobile manufacturing. On the acquisitions side, Twitter acquired a Bangalore-based missed call marketing platform called Zipdial (reportedly for \$30 Mn) which assigns a special mobile number to brands for their advertisements on all platforms.

The idea is to cash-in on the typical Indian consumer psyche to give a missed call as a message to the caller. Consumers will call up the number provided and hang up the call before they are charged. On their side, brands would then call back the consumer to share key features and offers of their latest products. This strategy would gel well for Twitter whose customers can use the platform to pre-scan products, receive promotions, and place orders. The idea is to connect to users with low or poor connectivity so that they are able to reach out to advertisers at no cost at all and also to make great content accessible to everyone.

Apart from ZipDial, Twitter earlier acquired TellApart, a marketing technology firm, Periscope a live video streaming app, and Vine, a video looping service. It had also partnered with Google’s DoubleClick platform to make its advertisement inventory available through DoubleClick Bid Manager.

On the advertising side, Twitter is also seeing growing momentum from brands and agencies to use Twitter to connect with their audiences in real time for multiple marketing opportunities. Twitter plans to partner with brands to provide a more creative and customer engaging platform to improve their advertising-based sales. Twitter also has a Bengaluru office which is its second engineering center (apart from the one in San Francisco, US) and which increasingly is becoming important to developing products targeted at India and developing markets like Asia, Latin America, Africa, and the Middle East.

The key ad formats which Twitter offers includes Website Card, Event Targeting and Lead Generation Card for SMBs. The Website Card format supports high-quality traffic; Event Targeting provides options for live moment engagement, and Lead Generation Card captures leads directly within a tweet. Twitter's new ad format provides multiple analytics dashboard to help SMBs measure their performance and track content acceptance and impact through targeting types like interest, keyword, username, device, location, etc. On the conversations side, Twitter has rolled out group messaging and a new mobile video experience. While the group messaging feature helps users initiate conversations with their followers, the mobile video experience helps seamlessly capture, edit, and share videos right from the Twitter app.

On the platform side, Twitter drives its businesses primarily through three ways, which includes investing in Twitter Cards, using Twitter Digits to get identity and monetizing apps with MoPub Marketplace. The app Card represents mobile applications on Twitter and drives installs, allows for a name, description, and icon, and can also be used to highlight attributes, such as rating and price. Digits can make application on-boarding flow simple by enabling users to login and sign up with their phone number. MoPub Marketplace operates the real-time bidding (RTB) exchange for mobile in-app ads. Directly integrated into the platform, Marketplace competes with existing ad network partners to drive higher prices for client's inventory.

Twitter's emphasis on the India market took shape with a slew of high-level appointments to specifically focus on growth in this region. Until last September, Mumbai-based digital advertising technology firm Komli Media was the only reseller for Twitter in the country. With all the efforts it has put until now, Twitter is still facing a challenge as its importance and impact has still not trickled down the Tier-II/III markets and is a very urban phenomenon. Even in the most developed cities, spends in online advertising are relatively higher for Google and Facebook, something which the company would have to fight its way through.

But with its clear focus on growth in India, Twitter has now started offering its full stack of services such as promoted tweets, accounts, and trends, as well as TV targeting and mobile application promotion among others. It is currently working with about 500 brands in the country, including Yes Bank, IBM, Lenovo, Tata Motors, Kingfisher, Nissan, and Mahindra. According to one of Twitter's spokesperson, they plan to have the same products across the world and will look at customizing the content from an Indian perspective. The road ahead in India looks challenging and at the same time really exciting for this world-wide news and content-breaking service which is now considered as a role model for entrepreneurs and global innovations alike.