

PGDM (RM), 2020-22
Digital Marketing
RM-404

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. Google uses a number factors to display SERPs (search engine results pages). Discuss some of the important factors that you are aware of for SEO process. (CILO-1)

OR

Q1b. Influencer marketing has gained prominence recently. How are influencers classified? For what marketing purposes, a company can use influencer marketing? Which content formats are more appropriate for influencer marketing? (CILO-1)

Q2a. What are the various components of Mobile marketing? What are pros and cons associated with each component? (CILO-2)

OR

Q2b. How has consumer decision process changed due to digital technologies? How is McKinsey's "consumer decision process" different from traditional purchase funnel? (CILO-2)

Q3a. You are asked to measure the effectiveness of digital marketing efforts of a consumer durables company. How would you do it? (CILO-3)

OR

Q3b. You are asked to run Facebook campaign for an FMCG company? Explain the process you would undertake? (CILO-3)

Section B

READ THE CASE "How Sony Uses Social Media" AND ANSWER FOLLOWING QUESTIONS

Q1. What compelled Sony to adopt social media extensively? How has social media benefited Sony? (CILO-2) (10)

Q2. Critically evaluate Sony's usage of different social media applications? What else Sony could do on social media? (CILO-3) (10M)

How Sony Uses Social Media?

Sony Corporation (sony.com) faces fierce competition from Samsung (samsung.com/us), Sharp Electronics (sharpusa.com), LG Electronics (lg.com/us), and other large, global companies. This competition has intensified during the economic slowdown in recent years. As a result, total revenues for Sony have declined every year from 2008 until 2012. The company suffered heavy losses in 2009 and 2012, causing its share price to drop from \$35/share in 2010 and 2011 to \$9.57 in late 2012. In 2013 the stock rose mostly due to the recovery in Tokyo's stock exchange. Consumer electronic products are fairly mature, so the differences in quality and prices are not substantial. Therefore, the competitors in the field are promoting their customer service as a strategic differentiator. Sony is trying to do this with the help of their social media communities and initiatives.

Sony Corporation embarked on social CRM as a vehicle for improving customer service. Sony combined a customer support and direct marketing program, mostly using social channels. The various initiatives are managed by Sony's Customer Experience Management Team. The team organized *Sony's Community Site* (**community.sony.com**), which is a central hub for customer information and support. It includes *idea boards*, *discussion groups*, *blogs*, *Twitter feeds*, and other content-generating channels. The site is used also for marketing campaigns. The following are representative activities, many of which are done at Sony Europe.

- Active social communities; some are for specific products; others are general for the entire Sony brand. The company's staff members and consumers are involved in these communities. Members of these communities are helping each other and providing feedback. Customer service employees are "listening" to the feedback and using the information to improve service.
- YouTube videos provide training for customers on the use of Sony's products.
- Using Lithium Social Web software (a SAP company), relevant sites are monitored for reviews and comments (positive and negative). This allows Sony to improve operations, resolve problems, and capitalize on opportunities.
- There is a special "Customer Relations" tab located on Sony's Community site, the company's central social network, for easy communication.
- The company created a 'Facebook Support Community' (**facebook.com/sony**), Twitter 'Sony Support USA' (**twitter.com/sonysupportusa**), Tumblr 'Sony Support USA' (**sonysupportusa.tumblr.com**), and a YouTube Sony Support Channel 'Sony Listens' (**youtube.com/user/SonyListens**).
- In the communities, the company's staff demonstrates how problems are resolved quickly and efficiently. For example, there is an "Experts" tab for "How To" videos and technical support, etc. See **community.sony.com/t5/Meet-Our-Experts/bg-p/experts**.
- Sony is using all its social media channels, including LinkedIn, to proactively engage users and provide customer service in a timely fashion.
- Sony Electronic integrates Pinterest (**pinterest.com/sonyprousa** /) for sending information about its products to community members (**ohsopinteresting.com/lessons-from-sony-on-pinterest**).

Sony mines social media conversations and conducts sentiment analysis to improve customer service and product improvement and design. Note that Sony is using social media campaigns to engage and involve customers (e.g., 'CatchTheTablet' contest, see

atomicpr.com/results/sony-catchthe-tablet). Finally, software from Reevoo helps Sony to automatically translate reviews from one language to another.

Significant results have already materialized. For example, the improved communication resulted in a 22% increase in 'clicks' (over 100% in some cases). Other results are:

- Customer trust in Sony increased.
- Page views, conversation rates, and engagement activities (e.g., posting) increased by 100%.
- Customer service was combined with marketing promotions, which resulted in new sources of revenue for Sony.
- PlayStation had about 2.5 million followers on Twitter and 35 million fans on Facebook.

The Sony case illustrates that a company can use social media to not only advertise and sell, but also to provide outstanding customer service. Operating in a highly competitive market, customer service can be an important strategic tool. Sony has supplemented their traditional customer service with social networks, blogs, Twitter, and a Facebook fan page. They have concentrated on improving communication and interactions with customers. The customer service provided by social media tools and platforms is more interactive, timely, and direct. Furthermore, the system fosters a truly conversation based communication. This kind of service is important to customers, and contributes to the company's success.