

PGDM (RM), 2018-20

Digital Marketing

RM 50.7

Trimester – V, End-Term Examination: December, 2019

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 Google quality score? What are the factors that influence Google quality score? How is it calculated? (CILO-1)

OR

Q1b. What are the different components of digital marketing? (CILO-1)

Q2a. Explain the process involved in identifying, engaging and incentivizing influencers for a viral marketing campaign? How would you evaluate their effectiveness? (CILO-2)

OR

Q2b. Explain why companies might employ freemium pricing and the challenges they are likely to face in employing freemium pricing? (CILO-2)

Q3a. Take a company of your choice and explain how it can develop an e-mail marketing strategy? What are the steps involved in developing an e-mail marketing strategy? (CILO-3)

OR

Q3b. Suppose you are starting a food joint in your locality. How will you use Facebook to promote it using various advertising options available on Facebook (CILO-3)

Section B

Read the "Southern Sun's PPC Campaign" case and answer following questions

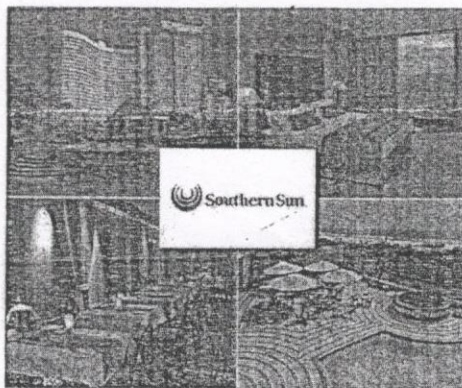
Q1. Why did Southern Sun saw a drop in organic traffic? What SEO strategy would you recommend to Southern Sun to improve its organic traffic? (10M) (CILO-3)

Q2. Critically evaluate the process followed by "Quirk" while developing PPC campaigns for Southern Sun. What else could be done to improve effectiveness of PPC campaigns? (CILO-2) (10M)

7.5 Case Study: Southern Sun's PPC Campaign

Southern Sun group is one of the leading hotel chains in South Africa. It has around 90 hotels across different countries, such as Seychelles, Tanzania, Zambia, Mozambique, and Middle East nations. The group was established by South African Breweries and hotelier Sol Kerzner in 1969. In 2012, Southern Sun created Tsogo Sun by merging itself with Tsogo Sun Gaming and Tsogo Sun Holdings.

In the year 2006, Southern Sun launched a new website to expand its business. The website offered the viewers a unique appearance and feel, and information in an appealing manner. The website was developed with greater functionality for viewers.



Source: http://www.turnersconferences.com/CONFERENCES/2019/SAAids2019/Accommodation/Durban/Hotel/SouthernSun_Elangeni_MaharaniComplex.asp

As often observed, launching a new site without proper planning can result in loss of good organic search rankings. The same thing happened with Southern Sun, which lost its organic ranking and witnessed a significant reduction in its bookings as a result of a great fall in its organic traffic. Southern Sun was forced to look for ways to achieve the objectives of the launch of the new website. The main objectives for the launch of the group's website were to:

- Generate traffic to study and examine user behaviour and response
- Move up on the rankings lost due to the new launch
- Bring an increase in online bookings
- Ensure a steady rate of bookings despite fall in organic ranking
- Gain a strong hold in the international travel market

After considering all options, the group approached a marketing agency Quirk to build an appropriate campaign. Quirk designed a PPC campaign that comprised three separate campaigns for the following:

- Domestic vs global traffic
- Brand specific vs place specific traffic
- Ordinary traffic vs exclusive offers and campaigns traffic

To develop separate campaigns, a vast keyword research was performed to ensure bidding for high generating traffic keywords to receive maximum traffic. The company also conducted long-tail keyword research to achieve a better cost per conversion. The company targeted keywords associated with Southern Sun's customer groups, such as families, couples, tourists, and businessmen. Quirk developed various ads to ascertain the type of marketing messages that had received a response from customers. The analysis provided clarity regarding the type of people they were targeting and the type of promotions and offers that need to be developed. The company also conducted landing page A/B testing to determine the best possible offers, campaigns, etc. that would maximise conversions.

Apart from that, Quirk tracked all the stages of booking beginning from quote for a hotel room to the Thank you page at the website. This helped the team at Quirk in understanding customer experience during the entire booking process.

Southern Sun Group benefitted greatly from the PPC campaign developed by Quirk. The group launched the PPC campaign immediately after the website went live. As a result, traffic started getting generated from the day one of the launch. Furthermore, the visibility of the website on the search engine for searches for hotels in South Africa was increased. It was proved that the PPC advertising campaign was indeed more fruitful than its offline marketing campaign. Southern Sun's offline campaign resulted in meagre 0.38% conversion rate, whereas the PPC campaign brought 3.45% average booking rate for the group.

The group also discovered that it was more popular on local grounds than offshore regions with an average ROI of 780% vs. 430% respectively.