

CASE STUDY

Tower Socials

In an ever-growing global world and with various changing trends in businesses, coupled with recent experiences from the just-ended pandemic, Tower Socials (TS) is a renowned traditional marketing firm in Ghana with over 20 accounts of various organizations from various industries,

realized that for any organization to be agile and thriving in today's business world and the uprising of unforeseen events, it would have to start implementing digital strategies as part of its solutions productivity and revenue growth.

TS, therefore, launched a digital marketing outfit in April 2021, responsible for handling all digital marketing requirements such as Content Marketing, Search Engine Optimization, Email Marketing, Social Media Marketing, and Digital Analytics amongst others, and introduced a training system that provided continuous development programs in the digital marketing field to build a formidable team that's abreast with the changing need of clients. A staff reward system to encourage staff to take these programs regularly was also implemented.

TS also implemented an ideas-sharing initiative in the last quarter of 2021 to ensure that new ideas and projects were being explored to ensure growth amongst staff and in revenue.

These new strategies improved the growth of the organization's revenue and the company saw a growth of 15% in its revenue.

SECTION A – COMPULSORY

QUESTION ONE

As a result, the Marketing Director is seeking to develop new strategies to help monitor and measure these new strategies as well as develop & implement new initiatives.

As a Marketing Consultant, provide in a report on the following:

- a. Evaluate how these changes to the elements of an organization's digital ecosystem could drive change. **(20 Marks)**

- b. Explain how the integration and optimization strategy of digital marketing can be measured and monitored. **(20 Marks)**

SECTION B - ANSWER THREE QUESTIONS ONLY FROM THIS SESSION

QUESTION ONE

CIMG a financial credit institution just launches its new website after complications with its old website and realize that despite the advanced nature of its new site, there has been a very slow conversion from visitors. The firm has therefore employed you as their new marketing specialist, in a briefing paper, answer the following.

- a. Outline and explain 3 key elements that influence the conversion rate. **(10 Marks)**
b. Create and Justify a conversion optimization plan. **(10 Marks)**

QUESTION TWO

- a. Evaluate 4 successful ways of measuring digital integration. **(10 Marks)**
b. Recommend the 3 steps required to apply key measures and make improvements. **(10marks)**

QUESTION THREE

a. Every digital and innovation lead needs to understand the foundational terms that are salient to implementing strategies successful. In applying for a digital marketing role online, you have been asked to write a report demonstrating your understanding on the following term **(15 Marks)**

- i. **Digital Optimisation**
- ii. **Digital Transformation**
- iii. **Digital Analytics**

- b. Clearly differentiate between Digital Transformation and Optimization **(5 Marks)**

QUESTION FOUR

In a report to senior management, evaluate the impact of 5 ethical issues within the digital marketing process. **(20 Marks)**

QUESTION FIVE

A financial institution in Ghana, AB finance wants to innovate its digital marketing. In a briefing paper, identify and explain **four (4)** opportunities for digital marketing innovation in the organisation. **(20 Marks)**