

CIMG Programme Pathway 2 Professional Advanced Certificate in Marketing

Digital Marketing Techniques (PAC 203)

JUNE 2023

DURATION: 3 HOURS

The examination comprises of two parts:

Part A - a compulsory case study, worth 40 marks

Part B - answer any three questions, worth 60 marks in total

PART A

CASE STUDY- COMPULSORY

THE GHANAIAN PRIVATE HEALTHCARE

Private healthcare providers in Ghana are faced with challenges such as low public trust, difficulty competing with public healthcare, and difficulty standing out in the market. Digital marketing presents opportunities for private healthcare providers to reach their target audience, improve their reputation, and increase their market share. However, the effective use of digital marketing in private healthcare requires understanding the digital landscape in Ghana, the target audience, and compliance with regulatory requirements.

Digital marketing landscape in Ghana

The digital marketing landscape in Ghana is growing and presents opportunities for private healthcare providers. According to Hootsuite's digital 2023 reports, Ghana has a population of approximately 33.8 million people, with 23 million active internet users and 6.6 million active social media users. This presents an opportunity for private healthcare providers to reach their target audience using social media platforms such as Facebook, Twitter, LinkedIn, and Instagram. Additionally, mobile phones are the primary source of internet access in Ghana, with approximately 43.88 million mobile phone subscriptions, making mobile marketing an essential tool for private healthcare providers.

Target audience

Private healthcare providers in Ghana need to understand their target audience to effectively use digital marketing. Ghana's population consists of different age groups, with the youth being the majority. Private healthcare providers need to design and implement digital marketing strategies that will resonate with their target audience. For example, using social media influencers and targeted adverts can help private healthcare providers reach and connect with their target audience.

Compliance with regulatory requirements

Digital marketing for private healthcare providers in Ghana must comply with regulatory requirements. The Food and Drugs Authority (FDA) regulates the advertising, promotion, and labeling of medical products in Ghana. Private healthcare providers must have FDA approval before promoting their products on social media platforms. Violation of the FDA's regulations can result in the suspension or revocation of a provider's license to operate.

Improving public trust

Private healthcare providers in Ghana face low public trust due to past scandals and high costs. Digital marketing can help private healthcare providers enhance their reputation and rebuild public trust. Providers can use social media platforms to share success stories, patient testimonials, and positive reviews. Additionally, providers can engage with their patients and address their concerns, creating a positive image and building trust.

Community engagement

Digital marketing can help private healthcare providers engage with their community and build relationships. Providers can use social media platforms to share information about community events, health tips, and educational material. This builds a sense of community and trust, creating a positive perception of the provider.

Increasing market share

Digital marketing presents an opportunity for private healthcare providers in Ghana to increase their market share. By creating targeted adverts, providers can reach their target audience and promote their services. Additionally, providers can use digital marketing to differentiate themselves from their competitors. For example, providers can offer online consultation services, which are convenient for patients who may have difficulty accessing healthcare services or live in remote areas.

Data analytics

Digital marketing provides healthcare providers with data analytics, which can inform decision-making. Providers can use analytics tools to track website visits, monitor engagement on social media platforms, and measure the effectiveness of their marketing

strategies. This provides valuable insights that healthcare providers can use to refine their marketing strategies and improve patient experience.

Digital marketing presents opportunities for private healthcare providers in Ghana to reach their target audience, improve their reputation, and increase their market share. However, healthcare providers need to be aware of the digital landscape in Ghana, understand their target audience, comply with regulatory requirements, and use data analytics to inform decision-making. Healthcare providers need to design and implement effective digital marketing strategies that resonate with their target audience, improve public trust, and build relationships with their community. By leveraging the power of digital marketing, private healthcare providers in Ghana can create a positive image, differentiate themselves from competitors, and ultimately improve patient experience.

QUESTION ONE - COMPULSORY

As a Digital Marketing Executive for a private healthcare provider in Ghana, The Business Development Manager of this healthcare has asked you to present a report that captures the following tasks;

- (a) Explain, with **FIVE (5)** reasons why private healthcare provider should understand their digital customers.
(10 marks)
- (b) Justify with FIVE (5) reasons the importance of customer persona for the private healthcare provider to target its customers effectively. **(10 marks)**
- (c) Highlight any FIVE (5) features of ANY TWO of the social media platforms discussed in the case study.
(10 marks)
- (d) Identify any FIVE (5) key metrics each of the social media platforms used in answer 1c that will be appropriate to track performance.
(10 marks)

PART B – ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION TWO

You are the Digital Marketing Executive of a Holiday Destination Agency, Your Marketing Manager has asked you to present a report that describe the current customer journey of your key segment, with a detailed appraisal of all the online touchpoints for this segment.

(20 marks)

QUESTION THREE

a) Discuss THREE (3) Difference between traditional media and digital media.

(9 marks)

b) Compare and contrast the difference between owned and earned digital Media.

(6 marks)

c) Differentiate between search engine marketing and search engine optimization.

(5 marks)

QUESTION FOUR

Social media is crucial for today's business world and brands, since it fosters connections, information sharing, and relationship building. As a newly graduate from a public university in Ghana, you have seeking to be employed as a Social Media Executive of a newly established community event centre. As part of the recruitment process, you have been asked to suggest to the Management of the event centre a critical social media platform that will be of relevance to the centre. You are asked to make a presentation that explains the following;

(a) The main purpose of the social media platform suggested. **(3 marks)**

(b) SIX (6) features of this platform.

(12 marks)

(c) THREE (3) advantages and TWO (2) disadvantages of this platform **(5 marks)**

QUESTION FIVE

Top management no longer views it as a virtue, but as a need to demonstrate the financial results of digital marketing. Although, most marketers struggle with attempts to gauge digital marketing performance, marketers are being held accountable for their actions. The emergence of digital analytics tools has raised optimism of improved measurability due to its ability to track customer behavior in the digital environment. As a Digital Marketing Executive of a local bank, describe to your Marketing Manager **FIVE (5)** usefulness of web analytics to your bank. **(20 marks)**

QUESTION SIX

You heard a Digital Marketing Consultant in a training saying “Content marketing is the gap between what brands produce and what consumers actually want” Do you believe this assertion? As the Executive in charge of Digital Marketing in your company, you are to present a report to the entire marketing team on your views on this assertion. Identify and explain at least FIVE (5) media that your business can employ to inspire engagement with its target audience.

(20 marks)