

CIMG Programme Pathway 3 Professional Diploma in Marketing

Digital Optimisation and Strategy (PDM 304)

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

Since its establishment, eCommerce Solutions Limited (eComSol) has become a major player in Ghana's online retail sector. Known for its comprehensive range of products and stellar customer service, eComSol stands as a beacon of successful digital commerce. However, the company now faces a formidable challenge: *the optimisation of its mobile application to increase user conversion rates.*

In the ever-evolving digital marketplace of 2023, eComSol has decided to level up its game. June 2023 has seen a massive update to the eComSol mobile application, introducing a myriad of features tailored to streamline and enhance the online shopping experience. Customers can now browse through thousands of products, track their orders, avail themselves of exclusive discounts, and make secure payments all through the application. With an aim to cast a wider net over the Ghanaian customer base, eComSol has made its application available on both Google Play Store and Apple App Store, sparking a massive wave of downloads.

But with more downloads came an unexpected revelation. Despite the impressive number of users downloading the app, the rate at which these users converted into active paying customers remained relatively low. This posed a conundrum that pointed to potential roadblocks within the App's user interface or functionality, preventing users from finalising their purchases.

Customer feedback has thrown more light on these roadblocks. A segment of users found the checkout process unnecessarily complicated, while others expressed difficulty in navigating between product categories. Technical glitches were also reported, with users complaining about the App freezing or crashing. These issues, coupled with the slow response from eComSol, began raising eyebrows among customers and industry experts alike. The situation began to clash with eComSol's fundamental value of "Customer First".

As an industry leader, eComSol found itself at a crossroads. While the company successfully attracted a large number of users to download the App, it faced an uphill battle in converting these users into active customers. To maintain its strong market position and ensure sustainable growth, eComSol needed a robust digital optimisation strategy to improve conversion rates on its mobile App.

Facing this complex scenario, eComSol turned its focus towards strategising a robust optimisation plan. In an industry driven by data and powered by insights, eComSol was all set to embark on a new journey.

QUESTION 1

- a. Analyse the current scenario of eComSol's mobile application. Based on your understanding, develop a set of three (3) justifiable digital goals that eComSol should aim to achieve to improve user conversion. **(10 Marks)**
- b. Provide two (2) action points for each goal that would contribute to optimising the eComSol App. Justify your suggestions with reference to the case study. **(10 Marks)**
- c. Identify and discuss two (2) potential factors that could hinder eComSol from realising the benefits of conversion rate optimisation. **(5 Marks)**
- d. Assess the potential impact of each factor (from c above) on eComSol's overall digital marketing strategy. **(5 Marks)**
- e. Recommend two (2) digital tools or strategies that eComSol could use to assess and monitor the effectiveness of their conversion rate optimisation efforts. **(5 Marks)**
- f. Provide a rationale for each recommendation (from e above), explaining why it would be beneficial for eComSol's specific case. **(5 Marks)**

Total [40 Marks]

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 2

As a Digital Optimisation Strategist at your organisation, you have been asked by the CEO to explain the following with illustrations to your team members:

- a. Data-driven decision-making
- b. A/B testing
- c. Multi-touch attribution modelling
- d. Customer journey mapping.

(5 marks each, totalling 20 Marks)

Question 3

At a recent meeting with your Chief Digital Officer (CDO), you are tasked to do the following regarding your company's website:

- a. Outline and explain **three (3)** key elements that have the potential to influence the conversion rate of the company's website. **(10 Marks)**
- b. Create and justify a conversion optimisation plan for the company's website. **(10 Marks)**

Total [20 Marks]

Question 4

During a meeting with a non-profit organisation where you volunteer, you are tasked to conduct a digital audit on all the organisation's digital channels (i.e., Twitter, Instagram, and website):

- a. Using the Digital culture framework (Readiness, Essentials, Performance), conduct a digital audit for them. **(8 Marks)**
- b. Assess the influence and impact of key drivers in the digital environment on the organisation's digital channels. **(8 Marks)**
- c. Recommend two (2) best practices to help the organisation optimise their digital channels. **(4 Marks)**

Total [20 Marks]

Question 5

Your organisation recently launched a new digital marketing campaign, and you have been tasked with analysing its performance:

- a. Define what vanity metrics are and explain why they may not be beneficial for assessing the performance of your campaign.
- b. Propose three (3) meaningful digital performance indicators that you would use to gauge the success of the campaign and explain why you have chosen these.
- c. Describe the process you would use to gather, analyse, and present the data related to these indicators to your team.

(20 Marks)

Question 6

In your recent consulting project with Akwaaba Communications Limited, Ghana, you are asked to do the following:

- a. Explain the concept of digital marketing metrics.
- b. With practical examples, explain three types of digital metrics.
- c. Recommend three (3) marketing analytics tools Surflin can use to manage and measure the performance of its marketing campaigns. **(20 marks)**