

CIMG Programme Pathway 2 Professional Advanced Certificate in Marketing

Digital Marketing Techniques (PAC 203)

DECEMBER 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 Ghana Music Industry

The music industry in Ghana has grown tremendously over the years, and with the constant advancement of technology it has become increasingly important for artists to adopt digital/online marketing strategies. Digital marketing involves the use of various digital channels such as social media, email marketing, search engine optimization, and influencer marketing, to promote product and corporate brands.

One significant advantage of digital marketing in the Ghana music industry is the ability to reach a vast audience. Gone are the days when artists had to physically promote their music for market attention. With the use of social media platforms such as Instagram, Twitter, Facebook, TikTok, and YouTube, artists can now reach wider markets globally within seconds of posting their content. This is particularly critical in the current digital age where patrons of music are always craving for new content.

Another benefit is the ability to collect data and analytics. With the use of various digital marketing tools, artists can track the number of views, clicks, and likes, among other metrics, which can help them understand their fanbase better. This data can then be used to make informed decisions with regards to future releases and marketing campaigns. It can also help artists tailor their content to meet the needs and preferences of their patrons.

Digital marketing has also made it easier for artists to monetize their music. Many artists in Ghana now use digital platforms such as Spotify, Deezer, and Apple Music to sell and promote their music. These platforms provide vast opportunities for artists to earn money through royalties and streams, as well as through advertising and sponsorships. This has, in turn, helped artists generate more income from their music and ultimately grow their brands.

These notwithstanding, there are also some challenges associated with digital marketing in the Ghana music industry. One of the biggest challenges is the lack of digital infrastructure in some parts of the country. This creates a digital divide, limiting the

ability of some artists to effectively use digital marketing strategies. It is, therefore, crucial for the government and other stakeholders to invest in digital infrastructure to bridge this divide and create an enabling environment for artists.

Digital marketing has revolutionized the Ghana music industry, providing artists with opportunities to reach global audiences, collect data and analytics, monetize their music, and ultimately grow their brands. To maximize the benefits of digital marketing, it is essential for artists to have clear strategies and to use the right digital marketing tools. It is also crucial for the government and other stakeholders to invest in digital infrastructure to ensure that every artist can take advantage of such opportunities.

The president of the Musician Union of Ghana has sent a letter to the General Manager of your Digital Marketing Agency, requesting for the services of a Digital Marketing Consultant to advise the Music Union on the way forward.

QUESTION ONE - COMPULSORY

As the Digital Marketing Officer, you have been asked by your General Manager to present a report that entails the following;

- (a) Demonstrate to the music union how musicians in Ghana can use Digital marketing channels, such as YouTube, Facebook, TikTok, Instagram and Twitter to promote their music. **(20 marks)**
- (b) Discuss any **FIVE (5)** benefits of using digital media platforms. **(10 marks)**
- (c) Highlight any **FIVE (5)** challenges associated with digital marketing.

(10 marks)

TOTAL 40 Marks

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

QUESTION TWO

In the last two decades, the fast expansion and distribution of digital media technologies has altered the landscape of market segmentation. As Internet usage and penetration continues to grow, online experiences are becoming more sophisticated. Customers are consequently expecting more from their user experiences across all digital channels.

Discuss any **FIVE (5)** bases of segmentation for the consumer digital market. **(20 marks)**

QUESTION THREE

Write short notes on the following;

- (a) Internet of Things **(4 marks)**
- (b) Conversational or Personalized Marketing **(4 marks)**
- (c) Video marketing **(4 marks)**
- (d) Omnichannel Marketing **(4 marks)**
- (e) Artificial Intelligence Marketing **(4 marks)**

QUESTION FOUR

Businesses in Ghana are now shifting their operations from brick and mortar to click operations. Yet some complain about low visibility on the world wide web and other social media platforms. You have been tasked, as a Digital Marketing Officer to present a concept note to the Management of your company, in which you;

- a. Define Search Engine Optimization (SEO) **(5 marks)**
- b. Explain **FOUR (4)** advantages and **FOUR (4)** disadvantages of Search Engine Optimization (SEO). **(15 marks)**

QUESTION FIVE

Email Marketing has the potential to grow better and yield outstanding revenues for companies. It is the most effective way to universally reach people who have expressed interest in a company's product or site. Measuring the effectiveness of email marketing is

of outmost interest to the Digital Marketing agency you work with. As the Digital Marketing Intern of this agency, your immediate boss has asked you to research the Key Performance Indicators for measuring email marketing performance. You have therefore been specifically tasked to explain the following email marketing metrics;

- (a) Open rate **(4 marks)**
- (b) Click Through rate **(4 marks)**
- (c) Conversion Rate **(4 marks)**
- (d) Bounce Rate **(4 marks)**
- (e) Engagement Rates **(4 marks)**

QUESTION SIX

- a) Describe Viral Marketing **(4 marks)**
- b) List and explain **FOUR (4)** benefits and **FOUR (4)** disadvantages of Viral Marketing of any Ghanaian product brand of your choice. **(16 marks)**