

CIMG Programme Pathway 3 Professional Diploma in Marketing

Digital Optimisation and Strategy (PDM 304)

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

Ripples Telecom burst onto the scene as a promising player in Ghana's telecommunications investing heavily in its research and development, hoping to differentiate itself in a market populated by established giants. It was in this spirit that they launched Ripples Go, a digital application. This wasn't just any other app; it was intended to be a one-stop-shop for numerous digital needs. Users could recharge their airtime, buy data, manage utility bills, and even engage on a social platform made for Ripple Go users. Mobile money, a rapidly growing payment service in Ghana, was also integrated into the app.

In a short span of one month, the app was downloaded half a million times, reflecting its widespread acceptance and perhaps an indication of the latent demand for such an integrated platform. This was a significant achievement for a new entrant like Ripples Telecom and generated a lot of positive buzz in the market.

However, as usage increased, a pattern of issues started emerging. The app, while sleek and intuitive for the younger demographic, wasn't as friendly for older users. Many in the age group above 40 found the user interface to be not just unfriendly but downright perplexing. This was a concern, given the sizable older demographic in Ghana who were potentially alienated by this oversight. Additionally, while the app ran seamlessly on the latest smartphones, it displayed inconsistent behaviour on older models. Many instances were reported where the app would crash or freeze on devices that were just a few years old. This became a critical issue to address as a significant number of Ghanaians use older phone models.

Regional challenges added another layer of complexity. Northern Ghana, characterized by slower internet speeds, wasn't having the best experience. The app, optimized for high-speed connections, lagged noticeably, leading to user frustration and a perception of it being less user-friendly. The app services, though diverse and comprehensive, were another cause for concern. Users were often confused by the bundled services. The mobile money and utility payment sections saw many users' struggle. Clearly, there was a lack of adequate guidance, tutorials, or educational resources to navigate these sections.

Consequently, Ripples Telecom found themselves at a crossroads. Their promising start was being overshadowed by these issues. There was a palpable understanding that if these problems were not addressed swiftly, they risked damaging the brand's reputation permanently.

Question 1 - Compulsory

a. Identify five potential risks Ripples Telecom might encounter if they neglect to address the challenges with the Ripples Go app. Discuss with three points, the significance of defining clear digital objectives and goals to mitigate these risks.

(20 Marks)

b. Demonstrate the importance of user education for digital platforms by providing three key reasons, using examples from the Ripples Go app scenario. Propose two strategies for Ripples Telecom to educate users and enhance customer experience with the App.

(10 Marks)

c. Propose two specific digital objectives for Ripples Telecom, considering the challenges presented. For each objective, illustrate two actionable strategies that the company can adopt.

(10 Marks)

(Total 40 marks)

PART B

ANSWER ANY THREE (3) QUESTIONS FROM THIS SECTION

Question 2

You're the Digital Strategy Manager at a renowned Ghanaian financial institution. The institution is keen on understanding the importance of digital analytics for its online platforms. You're preparing a briefing paper for the upcoming board meeting.

- a. Explain four significance of digital marketing analytics. **(10 Marks)**
- b. Highlight and explain four key digital metrics that provide insights into website user behaviour, including the specific rationale for tracking each metric. **(10 Marks)**

Question 3

As a Digital Optimization Specialist for a Ghanaian health-tech startup, you're tasked with improving the user experience on the company's mobile app. You have been asked to produce a REPORT that:

- a. Discusses the concept of A/B testing, providing three practical examples that demonstrate its relevance in optimizing digital platforms. **(10 Marks)**
- b. Discuss the importance of integrating offline channels with digital strategies, providing three examples or scenarios. Explain the potential ROI implications with two specific examples. **(10 Marks)**

Question 4

You are a consultant for a Ghanaian educational institution that offers online courses. They want to increase enrolments through their website. You have been asked to produce a briefing paper in which you:

- a. Discuss five (5) significance of setting clear conversion goals for the institution's website and suggest two conversion goals. **(10 Marks)**
- b. Recommend and justify three marketing analytics tools the institution can use to measure the performance of their digital campaigns, detailing one unique benefit of each tool. **(10 Marks)**

Question 5

As the head of digital marketing for a leading Ghanaian fashion brand, you are to analyse the brand's digital presence and impact in a REPORT for the upcoming board meeting.

- a. Define and distinguish between vanity metrics and actionable metrics in digital marketing analytics with three differentiation points. **(10 Marks)**
- b. Describe, using **five (5)** specific examples, how data-driven insights can be utilized to shape and influence the brand's future digital marketing strategies. **(10 Marks)**

Question 6

As the Digital Integration Manager for an Agri-tech firm in Ghana, you have been asked to present a BRIEFING PAPER to the leadership. You are particularly asked to Assess five (5) benefits of a customer-centric approach in enhancing the firm's digital sales and engagement.

(Total 20 Marks)