

Part A – Compulsory

Case Study 1 – 40 Marks in total

Influencer marketing - Online influencers and how they impact conversion e-commerce within the insurance industry

The dawn of social media platforms has been considered a monumental revolution of e-commerce. Global organisations have leveraged social media to create awareness and drive conversion for their products and services.

Figures show 15.70 million internet users in Ghana in January 2021 (Datareportal, 2021). Hence, internet penetration in Ghana stood at 50.0% in January 2021 (Datareportal, 2021). Currently, there is a solid social media penetration in Ghana. Datareportal (2021) indicated that there were 8.20 million social media users in Ghana in January 2021, and it was equivalent to 26.1% of the total population. This national shift has been propounded to have predisposed shoppers to transact online, minimising physical interactions with shop fronts or product distribution points. The advent of Covid-19 had also seen a considerable increase in the number of internet users who make one or more purchases via the internet. This awakening massive shifts in e-commerce on the internet have thus propelled Ghanaian companies to consider executing marketing and sales promotions online, which has brought about the rise of online influencer marketing.

Many consumers on social media actively follow the activities and conversations of certain personalities they revere as influential and admire. It is asserted that influencers influence online followers' decision-making through a piece of curated product or service information they share on social media platforms. Online followers are therefore inspired to buy from the sponsoring brand.

Most Ghanaian companies within various industries (banking, insurance, FMCG and fashion) are now leveraging the symbiotic relationship between influencers and consumers to boost

their marketing activities for increased conversion. Hence, companies in the hunt for increased sales through conversion and creating awareness of their products or service now delegate a considerable aspect of their digital marketing budget to influencers, with the confidence that they can encourage their followers to like the products or services being recommended to them.

About 30% of the Ghanaian population is covered by insurance (National Insurance Commission, 2019). The Africa Insurance Organization (2014) specified that insurance penetration as a percentage to GDP in the insurance industry in Ghana is below par as expected. The National Insurance Commission annual report (2018) also alluded to the fact that insurance penetration was very low in Ghana. Some insurance companies have invested in and promoted digital and mobile platforms to ease the subscription and surrender/redemption processes to turn around this situation. These insurance companies partnered with musicians and top radio presenters who are popular online with a considerable following and appeal to audiences of particular ages to influence their followers by showcasing and offering guidance about their product to perusers and supporters. There are concerns in the boardroom around the effectiveness and efficiency of marketing investment in online influencers.

In the past, influencer marketing was restricted only to celebrities and some bloggers or vloggers. The rise in social media influencers has led to their market saturation, with some influencers caught up in fraud. It is now more challenging to navigate the influencer marketing strategy to achieve optimum Return on Investment (ROI) for a Ghanaian brand through high conversion. As a senior digital marketer, you have been tasked to undertake the following to provide clarity to the dilemma faced by some executive management of insurance companies in the industry:

1. Develop a strategy paper on a robust online influencer marketing strategy (considering glorious opportunities and inherent risk) to drive insurance revenue through e-commerce, with nuance for the local consumer and their online behaviour. **(20 marks)**
2. Write a strategic report on how marketing attribution of e-commerce conversion could be evaluated for online influencers in the insurance industry. **(20 marks)**

PART B – Compulsory

Essay Type Questions – 60 marks in total

Tiwaa Company Limited has been a market leader in the production and sales of black soaps, hand creams and other beauty products in the Ghanaian market since 2013. The company has innovated at scale to meet the changing consumer need and preferences. Competition from cheap imports has shrunk Tiwaa Company's market share and revenue streams. Management recently diversified and introduced elegant bath towels to match the toiletry set it sells. This innovation has not performed as expected; hence the management agreed to the reduced cost incurred from physical distribution shops and invest in an online shop. The management also planned to utilise social media channels to build customer awareness about the product lines,

You are a digital consultant engaged by the company to help advise on the following key issues of concern to the management.

1. Critically evaluate how the company could leverage Artificial intelligence and Big data to ensure personalisation for customers. **(12 marks)**
2. Discuss the significance and importance of Tiwaa Company adopting multichannel customer contact strategies for their website users. **(12 marks)**
3. Recommend with justification three measures the company can take to ensure that a customer's privacy is protected during B2C digital marketing activities. **(12 marks)**
4. Explain the following construct in relation to the measurement of the effectiveness of Tiwaa Company's website:
 1. Unique visitors **(3 marks)**
 2. Page impressions **(3 marks)**
 3. Referral pages. **(3 marks)**
 4. Conversion rate **(3 marks)**
5. Recommend ways in which the company should assess social media marketing conversion? **(12 marks)**