

Digital Marketing Techniques

PART A - CASE STUDY

Odura's Boutique Company Limited

With 26 locations around Ghana, Odura's Boutique is one of Ghana's largest textile retail networks. Accra (10 outlets), Kumasi (8), Cape Coast (5), and Takoradi (5) are all located in densely populated and affluent areas of Ghana (3). Every year, roughly 6,658 pieces of cloth are sold in all shops. When technology had maximized the effect of western fashion on Ghanaian culture, the company set out to stock top fashion labels. Started as a sole proprietor, and later metamorphosed in 2012 into a Limited Liability company.

Odura's stores sell a variety of clothing items, primarily men's clothing, formal/professional attire, casual shirts, shoes, trousers, suits, watches, designer eyewear, and so on. Odura Boutique also carries women's clothing, including formal/professional as well as casual attire, shoes, and suits.

People that shop at Odura's Boutique are fashionable and upmarket individuals who take great care to express themselves via their clothing. The market is dominated by young people. The broad market structure, on the other hand, is made up of both men and women between the ages of 20 and 45, with family incomes exceeding GHS15,000 per year (within the Social and Economic Classification 7-10). Purchase patterns for this market segment are unconventional, and they are always influenced by what is in style, which is typically dictated by western celebrities and celebrity fashion designers.

In terms of sales, branch network, and profitability, Odura's boutique is the market leader. In terms of overall brand equity, the company has a high level of Top Of Mind (TOM) recognition in the market. Because of its compulsive commitment to stocking only authentic western fashion goods, it has a strong market perception and brand image, which is important to buyers. This has also resulted in high levels of loyalty within the company's target market.

The only real competitors are "Kwame Showbiz Boutique," which has seven locations in Accra and eight in the Ashanti Region, "Message Boutique" and "Lazonia," both of which have only a

few networks. Beyond these, the others are small, locally owned businesses that lack national brand awareness but also pose a greater danger. The "want-to-be" customers who emulate legitimate brands are often attracted to these lower-end retail networks. They make a living by selling knockoff designer labels at low costs.

In several industries, including the textile retailing sector, the internet has become a useful instrument for giving new brand experiences to the market in terms of communication. There appears to be a lot to be done in the area of digital marketing as the management team of Odura Boutique prepares for their annual management retreat. Odura's Boutique recognized the need for a website with an online inventory and the ability to stream catwalk videos of models on social media channels. They are also investigating expanding their business beyond the local geographic market. Successful implementation of this digital tool is projected to increase profits by 351% as sales increase by 221.09%.

PART A- Compulsory

Question One

You have just been hired as the Digital Marketing Executive of Odura's Boutique. The company is interested to assess all the digital options available before investing into it. You have been asked by the General Manager to perform the following.

- (a) Evaluate **two (2)** digital marketing platforms useful for Odura stores **(10 marks)**
- (b) Describe **five (5)** performance indicators for the digital marketing platforms identified in (1a). **(10 marks)**
- (c) Discuss with examples at least **five (5)** challenges Odura Boutique is likely to face by adopting digital marketing and provide an outline solution to these problems. **(20 marks)**

(Total 40 marks)

PART TWO – Answer THREE Questions Only in this section

Question Two

As Digital Marketing Executive of a company of your choice, you have been asked to prepare a report that contains key information on global digital marketing trends. Your report should address the following.

- (a) An appraisal of **two (2)** key digital marketing themes and demonstrate how your company can take advantage of these themes. **(10 marks)**
- (b) Outline **two (2)** digital marketing models and its usefulness to your company **(10marks)**

(Total 20marks)

Question Three

You have been asked to produce a report to your Marketing Manager, who is interested in how your chosen organisation might use web marketing to create awareness of its products to a wider audience. The manager is particularly interested in understanding how the Internet can be utilized to increase exposure to the company's communication mix. You have been asked to perform the following;

- (a) Describe **four (4)** benefits to your chosen organisation by adopting internet marketing. **(10 marks)**
- (b) Demonstrate the steps involved in creating websites. **(10 marks)**

(Total 20 marks)

Question Four

Social media allows marketers to connect and engage potential clients by creating content that encourage users to share with relations through the various social media platforms.

- a. In your role within the marketing function of an organisation of your choice, your manager has asked you to explain **two (2)** social platforms to engage customers. **(10 marks)**
- b. Discuss **two (2)** likely limitations of a platform listed in question (a above). **(10 marks)**

(Total 20 marks)

Question Five

Mobile phones are one of the technological advancements that have an impact on business marketing. Ghana has the highest mobile penetration in West Africa with about 41.69 users with more than half owning smartphones. As a future digital marketing executive of any company of your choice, you are required to produce a report that addresses the following.

- a) Describe any **five (5)** major roles mobile phones can play in developing a digital marketing strategy. **(10 marks)**
- b) Outline any **five (5)** key features of mobile phones as a tool to build and maintain a strong relationship with customers in digital marketing. **(10 marks)**

(Total 20 marks)

Question Six

Identify and describe five different ways that a company can utilise Search Engine Optimisation to increase the visibility of their websites and also increase traffic. **(20 marks)**

