

PART A - Compulsory

KY COMPANY LIMITED (KY)

KY Company Limited is a manufacturer of alcoholic and non-alcoholic beverages in Ghana. KY combines the best from the Ghanaian legacy with herbal science and state-of-the-art manufacturing technology strives to deliver products that offer a multiplicity of benefits to the end consumer through online and offline marketing activities.

The company was founded in 1888 in Labadi, a suburb of Accra in response to the growing demand for good quality alcoholic drinks that were still within the means of the average Ghanaian.

KY was responsible for the conceptualization, research, design and development of the first scientifically formulated, herbal-based alcoholic beverage in Ghana– Ordor Bitters and other flagship products such as Energy Drink, Ordor (Black, White, Gold, Silver, Bitters), KY50, Whisky, Royal Drinks (Apple, Cola, Orange, Lemon Splash, Honeybee), Tonic Wine, Carnival Greenberry, Onlove Bitters, Veronicaldo and many others.

Online shopping is a form of electronic commerce which the company allows consumers to directly buy its products from a seller over the Internet, using a web browser or a mobile app. Consumers find a product of interest by visiting the website of the retailers directly or by searching among alternative vendors using a shopping search engine, which displays the same product's availability and pricing at different e-retailers.

KY does e-retailing on Zinea, Jumia, ShwapponNet, Ghanayello, Afrobuy, Melcom.com, Maxmartonline.com and Trade Africa Online. As of 2020, customers can shop KY products online using a range of different computers and devices, including desktops, laptops, tablets computers and smartphones.

The Marketing Director (MD) of the company is focused on improving conversion rates optimisation of KY for future consumer buying patterns on e-commerce and to translate customer behaviour into actionable business data. This is to achieve specific research data gathered annually on projections for customer future spending plans, in particular the amounts of money spent and volumes of purchases online.

All KY Marketing Managers are mandated to analyse this (and other) data and take specific actions to respond to these identified customer trends. The Marketing Managers must ensure online stores usually enable shoppers to use "search" features to find specific models, brands or items.

Also, online customers must have access to the internet and a valid method of payment in order to complete a transaction, such as a credit card, an Interac-enabled debit card, or a service such as PayPal, for KY flagship products online.

QUESTION ONE:

You work in the Marketing Department of KY as Digital Manager (DM). In a Report:

- a. Define ways to improve conversion rates of KY **(20 Marks)**
- b. Explain how the integration and optimization of digital marketing of KY can be measured and monitored. **(20 Marks)**

PART B – Answer Three Questions Only

QUESTION TWO:

Online research involves the collection of information from the internet. Online survey research has more impact than traditional methods, given ease of access, cost savings – and, typically, much higher response rates. You have been asked to produce a REPORT on the following:

- a. Online focus groups *(5 Marks)*
- b. Online interviews *(5 Marks)*
- c. Inline text analysis *(5 Marks)*
- d. Social network analysis. *(5 Marks)*

QUESTION THREE:

Effective management and implementation of the marketing planning process starts with a systematic analysis and assessment of the organisation's external environment. The broader, or macro, environment contains elements that most organisations have either little or no control over, but which have a major impact on their strategy. Marketers need to identify and evaluate the changes that are taking place or likely to occur in the macro environment in order to make robust strategic choices.

You work in the Marketing Department of a KY company Limited. You have been asked to produce a REPORT,

- a. Appraise the micro or the macro analytical frame to produce a reliable Marketing Information System (MKIS) that will assist the successful implementation of the marketing plan of KY. *(20 Marks)*

QUESTION FOUR

You work in the Digital Marketing Department of CIMG. You have been asked to produce a briefing paper that:

- a. Explain how data can be used to create an actionable improvement digital optimization plan considering CIMG's key stakeholders **(10 Marks)**
- b. Outline the concept of online customer journeys to support improvements in CIMG's key customer experience through conversion optimization plan. **(10 Marks)**

QUESTION FIVE:

Digital marketing today goes far beyond website and email interactions with customers. It now involves managing and harnessing the '**5Ds of Digital**', which are defined in the introduction to Digital Marketing: Strategy, planning and implementation. In a REPORT:

- a. Assess the impact of 5Ds of Digital in your chosen organization, considering the role of innovation and new product development in increasing corporate value and brand equity. **(20 Marks)**

QUESTION SIX:

In a briefing paper to management, consider the following:

- a. Assess effective ways of measuring digital integration **(10 Marks)**
- b. Recommend the steps required to apply key measures and make improvements **(10 Marks)**