



B.E DEGREE EXAMINATIONS: NOV/DEC 2022

(Regulation 2018)

Fifth Semester

INFORMATION SCIENCE AND ENGINEERING

U18IST5003: Social Media Marketing

COURSE OUTCOMES

- CO1:** Identify and describe the different social media services, tools, and platforms.
CO2: Demonstrate understanding and evaluate new tools and social media platforms
CO3: Develop skills in using the predominant social media tools for business marketing
CO4: Discover innovative uses for social media in a variety of business areas and processes
CO5: Develop a strategic plan for identifying opportunities for using social media

Time: Three Hours

Maximum Marks: 100

Answer all the Questions:-

PART A (10 x 2 = 20 Marks)

(Answer not more than 40 words)

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|---|-----|-------------------|
| 1. What do you mean by social media monitoring? | CO1 | [K ₁] |
| 2. Summarize the elements of a typical search ad on Google. | CO1 | [K ₂] |
| 3. List the steps involved in content creation on social media. | CO2 | [K ₁] |
| 4. Outline an account of the upsurge of social media channels in India. | CO2 | [K ₂] |
| 5. Define on-page optimization? | CO3 | [K ₁] |
| 6. List the new-product strategies for e-marketing. | CO3 | [K ₁] |
| 7. Compare affiliate marketing and public relations. | CO4 | [K ₂] |
| 8. Outline the three benefits of search engine optimization. | CO4 | [K ₂] |
| 9. Name three FMCG companies using digital marketing extensively. | CO5 | [K ₁] |
| 10. What do you know about pay per click marketing? | CO5 | [K ₁] |

Answer any FIVE Questions:-

PART B (5 x 16 = 80 Marks)

(Answer not more than 400 words)

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|--|---|-----|-------------------|
| 11. a) Organize a Face Book campaign for Parle as a confectionary brand. | 8 | CO1 | [K ₃] |
| b) Design robust Social Media Strategy of your favorite Product/ service to achieve business objectives. | 8 | CO1 | [K ₃] |

12. a) LG as a brand has been already established as a household name. However, its pedigree is that of stability rather than innovation, especially in the appliances segment. To break free of this impression they devised a branding + personification strategy. Literally the appliances would speak for themselves. 8 CO2 [K₃]
- LG indispensables, an online web sitcom starring various products. Why indispensables? Well they are confident that the products abilities to handle all that is thrown at them in a day to day functioning of a house hold. They are silent protectors of a family’s home, the behind the scenes heroes of everyday chores. Every episode shows them faced with a daily plight which they resolve in a way unique to their persona. Using 3D animation, we brought to life these selfless helpers and given them a wide variety of quirks and personalities.
- So far the videos have garnered cumulatively over 50000+ views on YouTube. A special hashtag called #TheIndispensables was created to launch the first series of videos. In it they asked out followers to list out their gadgets which they felt were indispensable to them. This #tag trended globally and gave the campaign a sizable boost in impressions. The products themselves will dispense some much needed advice on how to better operate them. Going Ahead – The Indispensables will continue to thwart household crisis, and keep audience entertained and informed.
- Construct a twitter customer awareness strategy for an LG.
- (i) How to reach first 100 followers without spending any budget on paid ads?
- (ii) Which type of targeting will work best for this LG?
- b) Related to the LG Brand 8 CO2 [K₃]
- (i) Online consumers read reviews and recommendations when making a purchase. Justify your answer.
- (ii) What advantages LG can enjoy if they are successful in online marketing?
13. a) Surf Excel had an improved formula that removed tough stains. But the challenge was that consumers were not interested in such communication. Most Indian consumer thought there is no difference between detergent brands. The category showed lack of interest with lot of clutter and noise in communication. 8 CO3 [K₃]
- Research showed that there were more than hundred thousand blog posts in India alone on the subject of laundry education. Most of these posts were related to removal of tough stains. Surf Excel decided to focus on tough stains. The objective of the campaign was to prove that Surf Excel has the power to remove tough stains.
- Consider you are the digital marketing lead of the same company. How would you use display advertising to promote Surf Excel new Product.
- b) Consider you are the digital marketing lead of same company. How would you use YouTube advertising to promote Surf Excel new product. 8 CO3 [K₃]

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|-----|----|---|---|-----|-------------------|
| 14. | a) | Explain the different types of digital marketing strategies adopted by FMCG Companies. | 8 | CO4 | [K ₂] |
| | b) | Explain with the detailed steps to create a profile in the LinkedIn. Illustrate how to write recommendations and testimonials in the LinkedIn with your examples. | 8 | CO4 | [K ₂] |
| 15. | a) | Write short note on: i. Podcasting ii. Fundamentals of content curation | 8 | CO5 | [K ₂] |
| | b) | Develop an infographics for an Hotel Management System with the following features i. Accept Bookings on your website ii. Secure online backups iii. Manage your Room Inventory iv. Customer Relationship Management. | 8 | CO5 | [K ₃] |
| 16. | a) | Tesla Movement that involved selecting 100 socially vibrant individuals who were provided with the European version of the Tesla 18 months prior to it being manufactured and released in the USA. These social media aware fanatics were encourages to share their experience with the Tesla over the 6 months on their Blogs, Twitter, Facebook, Flickr and YouTube Channels. | 8 | CO1 | [K ₃] |

The Numbers

- 11 million Social Networking impressions.
- 5 million engagement on social networks(people sharing and receiving)
- 11000 videos posted.
- 15,000 tweets, not including retweets
- 13,000 photos
- 50,000 hand raisers who have seen the product in person or on a dollar on a video who said that they want to know more about it when it comes out and 97% of those don't currently drive a Ford Vehicle.
- 38% awareness by Gen Y about the product, without spending a dollar on traditional advertising (Tesla model "S" doesn't have that awareness after 2 years of being out in production and yet it has received hundreds of millions of dollars in traditional marketing spend).
- Strategy Adopted by Tesla Cars
 - Before adopting a strategy or an approach, the company did research to develop its insights about the emerging highly competitive, technology driven car market.
 - The company formulated following strategies to transform the brand popularity and drive its sales after observing its research:

- The company had selected Facebook and YouTube platforms to mark its presence on social media and hired the services from ‘2020 social media’ for building and nurturing its audiences.
- It focused on integrating its programs on social media, TVC and product launches for effective engagement of the audience through vibrant and youthful activities and contents.
- Tried to gain maximum strategic advantage and competitiveness with its two major attributes – build quality and stylish looks.
- Generated widespread awareness and social engagement through series of contests, quizzes and crowd sources content.

Results achieved by Tesla Cars

The following are the major results achieved by the company in its X model.

- The marketing team fulfilled the sales target of ‘Tesla’ within three days of its launch.
 - Tesla’s fan base was dramatically increased from 500000 to over 2 million within 12 months of its presence on Facebook.
 - The brand was recognized as the 10th most favorite brand in segment by NM Incite.
 - On an average the brand added more than 2000 fans everyday on its Facebook page.
 - The viral effect of its YouTube videos brought more than 1300 fans daily to its Facebook page.
- i. Which were the major success factors of Tesla’s social media campaign?
 - ii. Which social media tools, Tesla must had used to measure the effectiveness of its social media campaign?

- b) Mention the successful insights from the existing social media campaign which can be used for future social media campaigns. What are the key learning from the Tesla’s campaign? 8 CO1 [K3]
