Subject	Digital Marketing		
Roll No.		Marks	60 Marks
Total No. of Questions	7	Duration	3 Hours
Total No. of printed pages	3	Date	22.10.2019

		Instructions:-	Marks
		• **Q. No 1** is compulsory. • Attempt **Any Four** from the Remaining Six Questions. • Figures to the right indicate marks in full.	
Q. 1		Case/Case-let Study (500-800 words)	20

<div align="center">Launch of CISCO ASR 1000 Series Routers</div>

Background:

By around 2008, the corporate workforce was becoming increasingly mobile and distributed. People were travelling, and many organizations were launching the concept of 'work from home'. To support all these activates, there was a need to access data from corporate headquarters at any time and from any place. With the size of organization increasing rapidly, more and more people were required to access data at a time and thus arose the need for a huge bandwidth router. The Cisco ASR 1000 series router5 addressed this issue, and the product was way ahead of its competitions. It was a compact, purpose-built edge router, and offered notable improvements in capital costs, operating costs and space, while maintaining the industry standards.

Strategy:

To launch the ASR 1000 router, a '3V' strategy was adopted which stood for:

Virtual

Visual

Viral

Let us understand how Cisco factored in each aspect into the launch campaign.

Virtual

The launch of the product would be totally virtual, i.e. only digital media channels were adopted for all sorts of marketing communication about the launch of the router. The company decided not to spend on traditional media such as television or print media. This was the first time Cisco did such a digital launch. Traditionally Cisco always believed in physical launch such as hosting an event or launching at a trade show.

Visual

Cisco heavily bets on creating visually appealing and interesting content to engage its audience. It used videos and interactive multimedia games to engage its prospective customers heavily. Cisco believed that quality content would help in gaining a lot of organic publicity.

Viral

Once the rich content was made, the next target was to make the content viral. This was done through building communities of enthusiastic technology 'uber uses' who would be influential in

spreading the word about ASR 1000 series routers.

Implementation:

For the implementation of the campaign, Cisco comprehensively used Web 2.0 (the second stage of development of Internet and the development of static content to dynamic and interactive content on the web), and social media tactics to connect and communicate with the audience. A few important aspects of campaign implementation are as follow:

- A microsite featuring teaser videos was launched for the 'uber users' to create and spread the buzz about the product. The video on the microsite were further posted on YouTube to increase reach.
- A social media press release to reach out to all the bloggers and influencers was made.
- Communities of people who were already connected with Cisco in one way or the others were reached out through Facebook groups.
- An interactive game called'3D Quest' was launched to reach out to the large gaming audience within the IT Company.
- A discussion forum was set up in which the prospective customers could as the experts from Cisco any queries about the product.
- A set of interactive tool was set up which helped the prospective customers to calculate the environmental impact, capital investment, and the ownership cost.
- A virtual 3D environment called 'second Life' was created where the users could connect, socialize, talk and chat. The 3D environment was based on the ASR 1000 router, and this helped Cisco to showcase the product's capabilities.

Results

Though Cisco adopted such an approach for the first time, it performed really well and set a benchmark for itself. The campaign was a success and generated 40 million online impressions during the 3 month period. The '3D Quest' interactive game had more 40,000 participants and over a 1000 blog posts were written about the product. Unconventional activities such as game and second life gave good results. Tongue in cheek approach and humour worked well even for a B2B company like Cisco, From then on, Cisco partly shifted to digital means for its marketing and product launch activities due to which the organization is saving millions of dollars each year.

Questions:

1 Do you agree with Cisco's decision to do digital and social media marketing for launch? Yes/No Explain with reasons? **(8 Marks)**

2. Prepare a social media strategy including identification of objectives, target audience, channels and content strategy for Cisco. **(12 Marks)**

Q. 2		Answer **Any two** from the following.	5x2 = 10
	a.	Assume that your company has decided to use PPC ads as a part of a marketing campaign for the promotion of its beauty products. You have been assigned the responsibility to prepare a PPC campaign. What steps would you take to develop the PPC campaign for online promotion of the products?	

	b.	Explain the following terms with relevant examples (any two) - Geo targeting - Negative keywords - Ad group	
	c.	Discuss the components of Facebook business page. How you will promote your business of Homemade Cupcakes and Chocolates during Christmas festivals.	
Q. 3		Answer **Any two** from the following.	**5x2= 10**
	a.	What are the major differences between traditional and digital marketing?	
	b.	Create Google SEM ad campaign for Birla sun life Insurance Company for promoting their pension plan, including locations, language, bidding strategy, budget **Demographics:** (age/ gender/ parental status/ household income), **Content targeting**- (Keywords, Headline & Call to action).	
	c.	How can a business maximize its revenue generation with the help of an email marketing campaign?	
Q. 4		Answer **Any two** from the following.	**5x2 = 10**
	a.	What is SEO? What are the importance aspects to be covered for better user experience?	
	b.	What is Quality Score? Why is it important for the bidding? How google does the bidding for advertisers?	
	c.	Explain the advantages of Twitter over other social networking sites, with suitable examples.	
Q. 5		Answer **Any two** from the following.	**5x2 = 10**
	a.	Explain the concept of Mobile Marketing? Explain the key components of mobile marketing strategy.	
	b.	How do you evaluate if you have to choose skippable or non-skippable ads on You Tube?	
	c.	Explain the structure of a Facebook ad campaign? How you will create Facebook ad for craftvilla.com for promoting their appeal and jewellery collections during Diwali Festival. (End of Season Sale of Women's ethnic designer wear & Flat 30% sale on artificial Jewellery.)	
Q. 6		Answer **Any two** from the following.	**5x2 = 10**
	a.	Suppose your friend starts a local food joint (fast-food) in your locality. Discuss how you will prepare the digital marketing plan for promoting in market.	
	b.	Explain the Paid, Owned & Earned Media framework in digital marketing strategy with suitable examples?	
	c.	Explain the major differences between on-page and off-page optimization with suitable examples.	
Q. 7		Answer **Any two** from the following	**5x2 = 10**
	a.	Suppose you want to run a mobile email campaign. List some important points that you will follow to create a successful campaign.	
	b.	Differentiate between short tail and long tail keywords with examples?	
	c.	How can effectiveness of content be measured for a social media marketing campaign?	