

Hall Ticket No:

Course Code: 14MBA434

MADANAPALLE INSTITUTE OF TECHNOLOGY & SCIENCE, MADANAPALLE

(UGC-AUTONOMOUS)

MBA II Year II Semester (R14) Supplementary End Semester Examinations – May 2018

DIGITAL MARKETING

Time: 3Hrs

Max Marks: 60

Attempt all the questions. All parts of the question must be answered in one place only.
In Q.no 1 to 5 answer either Part A or Part B only. Q.no 6 which is a case study is compulsory.

Q.1(A)	What is digital marketing ? Explain the difference between digital marketing and Traditional marketing with suitable examples?	10M
OR		
Q.1(B)	Explain the sequential steps to create a blog ? What are the advantages of having a blog?	10M
Q.2(A)	What is Search Engine optimization(SEO) ? Explain the advantages of SEO ?	10M
OR		
Q.2(B)	Explain the functioning of a search engine and the utility of them for the general public.	10M
Q.3(A)	Explain the characteristics of social media marketing?	10M
OR		
Q.3(B)	Explain any two of the following with suitable examples ? i. Video ads ii. Text ads iii. Image ads	10M
Q.4(A)	How do you test the ads before running them in a campaign? Explain?	10M
OR		
Q.4(B)	Explain the different types of You tube ads with suitable examples?	10M
Q.5(A)	Explain the objectives of marketing research before running a digital campaign ?	10M
OR		
Q.5(B)	Design a digital marketing plan for an IT company and present the same in the form of a report.	10M
Q.6	CASE STUDY	10M

DocuSign on LinkedIn

Transaction management company DocuSign achieved impressive results following a sponsored email campaign using LinkedIn's InMail platform.

The overall aim was to generate new leads then build a pipeline through to the final conversion, so DocuSign decided to use LinkedIn as a way of creating a community of people that would turn to the business for content and information. The sponsored InMails were targeted at users with the job title of VP or director of sales and field operations at US companies with 500 or more employees, which included

about 7,000 people.

To give the emails more impact and reduce the emphasis on sales the mails were sent from industry experts who had taken part in the company's webinars rather than directly from DocuSign. Each InMail featured a call-to-action to visit a dedicated landing page for 'sales ops gurus', and each landing page featured a video of the message sender along with other documents, such as a case study. Recipients could then register for a webinar involving each of the speakers. As a result of the campaign the DocuSign community increased from around 550 to more than 800 people.

Also:

- The first InMail had more than 1,700 opens and more than 140 clickthrough.
- The second mail had more than 1,100 opens and more than 100 clickthrough.
- More than 350 people registered for the sales guru webinars.
- It achieved three 'large' pipeline opportunities.

Questions:

- 1. Comment on the promotion strategy of DocuSign to use LinkedIn to generate leads?**
- 2. What other social media do you suggest for better mileage?**

END