

# BINDURA UNIVERSITY OF SCIENCE EDUCATION

## FACULTY OF COMMERCE

### DEPARTMENT OF MARKETING

Digital Marketing Strategy

MMKT510

TIME: 3:15 HOURS

#### **INSTRUCTIONS TO CANDIDATES**

OCT 2024

1. Answer question **One** and any other **Three** questions.
2. Each question carries 20 Marks.
3. Start each question on a fresh page.
4. Credit will be given for use of relevant examples.
5. No Cell Phones are allowed in the Examination Room.

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#### **QUESTION ONE [CASE STUDY]**

##### **Wholesaler changes keyword focus, increases conversion rate to 23%**

Bennett's Grain exports and imports grain. The company was getting only 0.6% of its website traffic to convert into sales. "Our company, which specializes in wholesale and bulk sales, tried many different ways to convert traffic to sales, but since we don't sell direct to consumers, we had all the random people who found us via Google search leave the website," said Arthur Morgan, Marketing Manager, Bennett's Grain.

The website was primarily focused on keywords like "Canadian whole red lentils" or "buying lentils online," which resulted in attracting visitors who have no interest in importing lentils. So the team hired an SEO (search engine optimization) consultant to help focus its keyword strategy to match its ideal customer. For example, the team targeted keywords like "Wholesale exporter of Canadian whole red lentils" that is more focused on what a potential customer would search for. The new strategy has significantly increased the website's conversion rate. Now, 23% of website traffic results in sales.

#### **Required**

- a) Explain the following terms

- i) SEO (5)
  - ii) Conversion rate (5)
  - b) What is a SEO focused strategy? (10)
  - c) Identify the key areas where keywords were used to optimize Bennett's Grain website. (20)
- [40 Marks]**

### **QUESTION TWO**

Using the Six Is model describe the practical benefits of digital marketing. **[20 Marks]**

### **QUESTION THREE**

- a) Describe any insights you gather when using web analytics tools. **[5 Marks]**
- b) 'Using social media for business purposes can be different from running personal profiles'.  
Discuss. **[15 Marks]**

### **QUESTION FOUR**

Explain the online channels you would use to help increase awareness for a new product launch. **[20 Marks]**

### **QUESTION FIVE**

Comment on the effectiveness of the following online advertising methods:

- i) Affiliate marketing (6)
  - ii) Paid search marketing (7)
  - iii) Display advertising (7)
- [20 Marks]**

### **QUESTION SIX**

You just landed your dream job as a content creator at local restaurant. It's your first week and your boss asks you to perform a content audit to get yourself acquainted with the company's collateral as well as organize. Describe how you will go around the task of finding the existing content. **[20 Marks]**

\*\*\*END OF THE PAPER\*\*\*