



# GL BAJAJ

Institute of Management & Research

Approved by A.I.C.T.E., Ministry of HRD, Govt. of India

Roll No.....

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.)–201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2019-21)

**MID TERM EXAMINATIONS (TERM -VI)**

**Academic Session- 2020-21**

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Subject Name : Digital and Social Media Marketing

Time: 01.30 hrs

Sub. Code: PG09

Max Marks: 20

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**Note:**

**1. Writing anything except Roll Number on question paper will be deemed as an act of indulging in unfair means and action shall be taken as per rules.**

**2. All questions are compulsory in Section A, B & C. Section A carries 1 Case Study of 8 marks. Section B carries 3 questions of 2 marks each and Section C carries 2 questions of 3 marks each.**

**SECTION– A04+04 = 08 Marks**

**Q. 1: Case Study: Grofers Orange Bag Days sale**

In the age of sales, offline and online, for a retail platform to amplify its sale is a task, to the say the least. It becomes even more challenging when the platform is positioned around discounting. The value proposition becomes stale, very soon. Faced with a similar challenge, e-commerce platform Grofers took a different route when strategizing around its bi-annual sale period – the Grofers Orange Bag Days (GOBD) initiative.

The grocery delivery e-tailer operates in a segment that has seen players come and go. With heavy discounting being the order of the business, maintaining volumes is paramount to sustaining the business. The GOBD sale is an effort towards not only ramping up its user base, but also attracting new consumers to ordering groceries online. The name is distinctly associated with the platform, given its orange delivery bags, which builds recall.

“While we are in the grocery e-commerce category, our target audience group (TG) is distinctly defined. Our consumer is value oriented, and looks for an enhanced shopping experience. They reside beyond the metros as well, and come from what would be called ‘motorcycle families’. Value for money is a very important factor for them. They are also homemakers in the 27-40 age group, which means they are open to adopting e-commerce, given the correct experience,” says Prashant Verma, vice president – marketing, Grofers.

Grofers launched its first GOBD sale in January 2019, and the recently concluded installment is the third once since then. In its third edition, Grofers expects the sale to boost sales by Rs 500 crore Gross Merchandise Value (GMV), with 300, 000 shoppers a day engaging with the platform. On a normal day, Verma reveals, the platform sees close 100, 000 customers a day. It also hopes to attract 10, 00, 000 first time online grocery shoppers. No doubt then that Grofers has allocated 20% of its annual marketing budget to this activity.

“We realised over the last two editions that a sale is a great way get people to shop groceries online. It is a high impact and high awareness activity. It encourages people to come online and shop. Nearly 70% of our users are first time online grocery shoppers, and 15% shop online for the first time ever on Grofers. Keeping this in mind, we had to be creative in the ways we incentivise people to shop with us,” Verma adds.

This time around, the incentive was a guaranteed prize with every purchase. Verma explains that the insight came from a small experiment the team conducted amongst themselves. “When we asked how many had won anything by sheer luck, only one hand went up. This is true for most people in general. The surety of a guaranteed prize is an alluring proposition,” he says.

To communicate about the sale, Grofers launched a two phased campaign. Phase one was employed to create awareness, while phase two focused on amplification and credibility. The first

phase included a gamut of traditional and new media platforms, while the second phase focused on testimonials across radio, and social media, along with tech enabled below the line activities using QR codes.

To rank top amongst the competitors, Grofers use one of the most popular keywords like grofers online grocery, local grocery delivery, grofers grocery online, grocery website, online grocery and vegetable shopping and online grocery shopping grofers. Facebook is the main social media platforms for Grofers, where they have a maximum engagement rate. On this platform where Grofer's can ask their follower to share videos of the dish using Grofer's grocery items.

The first phase includes a series of videos that are "straightforward, yet quirky" created by a boutique agency called Fatmen, deployed across TV and digital (social media platforms like Facebook, YouTube, and ad-supported OTT platforms). These videos are supported by a similar creative campaign across print, and out of home.

Q 1(A): Analyse how Digital Marketing strategy enabled grofer established itself as online grocery shopping brand and captured online retail market?(CO-3)

Q1 (B): What are the other digital marketing tools you suggest to apply for increasing the reach and base of grofers? (CO-2)

**SECTION– B02×03 = 06 Marks**

Q. 2: What is A/B Testing? How it help the Digital Marketing Manager to improve website/mobile app experience?(CO-1)

Q. 3: Explain the P-O-E-M framework in digital marketing strategy?(CO-1)

Q. 4: Influencers play a major role in social media campaign success. Critically evaluate this statement.(CO-4)

**SECTION– C03×02 = 06 Marks**

Q.5. Suppose you are a startup in pet health care providing vaccines, food, on-demand doctor services at home. Prepare a social media strategy including content strategy for the company? (CO-2)

Q. 6. Think of a digital marketing strategy for decade –old fashion offline cloth store and explain with the help of RACE framework.(CO-3)

**Mapping of Questions with Course Learning Outcome**

COs	Question Number(s)	Total Marks Allocated to the CO
CO1	Q2, Q3,	04
CO2	Q5, Q1B	07
CO3	Q1A, Q6,	07
CO4	Q4,	02