

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306  
**POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)**  
**MID-TERM EXAMINATION (TERM -III)**

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Subject Name: <b>Digital Marketing</b>	Time: <b>01.00 hrs</b>
Sub. Code: <b>PG32</b>	Max Marks: <b>20</b>

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**Note: 1. All questions are compulsory.**

**2. All students will upload Q1 and Q2 answers in Google link.**

**<https://docs.google.com/forms/d/1pAUplL3d6iKlXKOUgNjuqPgNnvGldWcm3B44szd2VJQ/preview>**

**3. Students are strictly prohibited from using any AI tool**

**Read the following case and answer the following questions:**

**10×2 = 20 Marks**

Starbucks, one of the leading coffeehouse chains globally, has consistently embraced creative digital marketing strategies to connect with customers. Their recent campaign, "Sip and Share," was aimed at promoting their new seasonal beverages while driving user-generated content (UGC) on social media platforms.

The campaign encouraged customers to share photos or videos of their Starbucks drinks on Instagram and TikTok using the hashtag **#SipAndShare**. Starbucks partnered with micro-influencers to spread the word and offered exclusive rewards like discounts or free drinks to those who participated.

To make the campaign more interactive, Starbucks used Canva templates, which allowed users to create custom digital stickers or frames for their posts. These templates reflected the brand's seasonal aesthetic, aligning with the theme. The campaign successfully boosted engagement and helped Starbucks increase its digital presence, with the hashtag trending in several countries.

**Lab Questions**

**Q. 1:** Create a social media campaign content for Starbucks using Canva to align with the "Sip and Share" theme.

**Q.2:** Identify two social media metrics that Starbucks could use to measure the success of the "Sip and Share" campaign and explain their benefits.