

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

Subject Name: Digital Marketing	Time: 01.00 hrs
Sub. Code: PG32	Max Marks: 20

Note: 1. All questions are compulsory.
2. All students will upload Q1 and Q2 answers in Google link.
<https://forms.gle/1TsJ3oM6mPnDBQ75A>
3. Students are strictly prohibited from using any AI tool

Read the following case and answer the following questions:

10×2 = 20 Marks

Meatless Marketing: Planticious' Recipe for Social Media Success

Planticious, a leading plant-based meat company based in Hyderabad with a good presence in south India, has consistently leveraged creative social media marketing strategies to engage with its customers. Their recent campaign, "Vegan Chef Challenge" focuses on promoting plant-based meat while highlighting its nutritional benefits, such as lower saturated fat and cholesterol.

A key goal of the campaign is to raise awareness among young consumers about the environmental and health benefits of plant-based meat. To achieve this, Planticious launched a user-generated content (UGC) contest encouraging existing customers to create and share unique recipes using their products. Participants were asked to post photos or videos of their innovative dishes on Instagram and YouTube Shorts using the hashtag #MeatlessMagic.

To enhance engagement, Planticious is providing exciting incentives, such as exclusive discount coupons and free product packs, to those who participated in the campaign. As the Digital Marketing Manager of Planticious, you are responsible for driving customer engagement and increasing online sales. Your task is to use Canva to design compelling marketing content that:

1. Encourages potential customers to order from the website with attractive discounts.
2. Motivates existing customers to share their recipes, boosting social media reach and brand visibility.

Lab Questions:

Q. 1. Campaign Design: Create a social media campaign post for Planticious using Canva that aligns with the campaign theme #MeatlessMagic. The content should be visually engaging and persuasive, encouraging buying and sharing the recipes to encourage participation from more customers.

Q. 2. Performance Metrics: Identify two key social media metrics that Planticious can use to measure the success of the #MeatlessMagic campaign. Explain how these metrics provide insights into the campaign's effectiveness.