CONCURRENT EVALUATION FOR MARKETING SPECIALISATION

III SEMISTER DIGITAL MARKETING (314)

Faculty Name: Prof. Dr. Manisha Jagtap

Important Instructions:

1. The subject is evaluated on the basis of three components

Component No	Component	Marks	Submission Date
1	Simulation Exercises	50	9th March 2022
2	Situation Analysis	50	19th March 2022
3	Exam	50	

2. Assignments to be mailed to be submitted in person.

3. Student Name, Contact number, email-id, Specialization, Component must be clearly mentioned.

<u>**COMPONENT 1:**</u>   **Simulation Exercises**

Note: You need to conduct all the 3 simulation exercises & present the results with analysis. Attach the relevant documents and snap shots for your report.

Exercise 1: Search Engine Optimization

   a.   Student Activity: Website Improvement Proposals using Analysis from Website Grader

Each student should select DIMR website and review DIMR website and identify **minimum 5 elements** that are missing or can be improved to increase the website's marketing effectiveness. After compiling a list, students should run their website on Website Grader and compare elements they have identified with those identified by Website Grader. Using the feedback from Website Grader, students should make a proposal for the DIMR on how it can improve its on page SEO, off-page SEO and overall website quality.

   b.   Student Activity : Website Ranking by Keyword in Google and Bing

Student will chose a general keyword and a related long-tail keyword and search them in Google. Why do you think the top 5 websites that resulted from the long-tail keyword search were able to rank high? Why would a smaller business want to optimize for long-tail keywords instead of general keywords? Do results change when you use a different search engine like Bing? And Yahoo?

Suggest Minimum 10 Keywords for DIMR website ranking and explain why the keywords need to be considered.

Exercise 2: Blogging

   a.   Student Activity: Understanding Effective Blog Article Titles

Collect recently (**minimum 5**) published blog posts from various blogs of DIMR and make a list of their titles. Discuss whether you think the article title would successfully attract visitors through search engines and social media. Give your justification and create new headlines for each blog post

b. **Student Activity : Design a blog**

Design a blog for an articles in which you can highlight your or DIMR activities and achievements, or a blog on teaching and training pedagogy used by DIMR, etc. and create headlines for each blog post optimizing for: keywords, social media sharing, and comprehensive summary. Design the content in the article to better generate traffic and better generate traffic into leads, which would best attract potential customers without explicitly promoting a product or service.

Post the blog with the goal of getting as many page views as possible in 24 hours. After the 24 hours, students should prepare data to show their success or progress and discuss how the headline, topic, content and promotion strategies may have driven that success.

Note: This activity can be done through setting up a free blogging tool like WordPress etc.

Exercise 3: Lead Nurturing & Email Marketing

Students will select Dnyansagar Institute of Management & Research and consider DIMR's following audiences: cold prospects, new visitors, repeat visitors, and loyal subscribers. For each audience, students should compose an email that best targets each audience group. Students should consider headline, layout, message, bullet points, call-to-action, image, etc. With each email, students should include an explanation on why each email would be most effective for each audience.

COMPONENT 2:   Situation Analysis

Assume you are the Product. You need to examine what characteristics, features, and skills that make you unique -- and thus stand out among competing job seekers -- in the eyes of employers. These features can include work experience, leadership experience, professional memberships, and, of course, your education, events participated or organised and training program undertaken.

Find the Unique Selling Proposition (USP) of yourself as a Product:

- What is the one thing that makes you different than any other job-seeker applying for the same job?
- What are your accomplishments (not duties or job titles)?
- How attractive as a product you are?
- What will make you more attractive to employers?
- Write your USP in 15 -50 words?

Position yourself in the job market But no matter how attractive a product you are, employers may not recognize and value you unless you have properly positioned yourself in the job market. Positioning, which involves developing a perception in the eyes of employers, is a three-step process.

1. Identifying a set of possible competitive advantages upon which to build a position. What are your competitive advantages for potential employers?
2. Selecting the right competitive advantages -- different employers seek different strengths and skills.
3. Effectively communicating and delivering the chosen position to the market. How can you develop a successful digital communications message?

Digital distribution channel - just as in marketing – those who will help you distribute your product (**You**) to the consumer (**The Employer**). **Your digital distribution channel includes only Linkedin** that you will use to disseminate your online promotional tools in your quest for a job**.**

Use **Linkedin** online job seekers promotional tools and run this campaign for 15 days & present the results with analysis. Attach the relevant documents and snap shots for your report.

You can post daily message, make changes in poster as you want.

Template (Its just an example you can use your creativity and make your template)

Name:

(paste your photo in institute formal uniform)MBA Marketing pursuing

Skills developed through MBA : _____

USP:

Institute: Dnyansagar Institute of Management & Research, Balewadi , PUNE

University: Savitribai Phule Pune University

COMPONENT 3: EXAM

Exam for all units.