



UNIVERSITY
OF
JOHANNESBURG

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DEPARTMENT OF MARKETING MANAGEMENT

BCOM HONOURS MARKETING MANAGEMENT

ELECTRONIC MARKETING (MMA8X03)

JUNE 2016 EXAMINATION

DATE : 6 June 2016

MARKS : 100

TIME : 08:30 – 11:30 (3 Hours)

EXAMINER: MS N MASHABA

EXTERNAL EXAMINER: DR E BOTHA

(THIS PAPER CONSISTS OF FIVE (5) PAGES)

INSTRUCTIONS:

- This is an open book examination
 - Answers should contain 30% theory and 70% application
 - Answer ALL the questions, using practical examples to support your answers
 - Number questions clearly
 - Structure answers by using numbered headings and sub-headings
 - Ensure that all your personal particulars appear on all answer books
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QUESTION 1

South African Fashion Week is the country's only business-to-business fashion platform, with the intent on growing the creative fashion design industry in South Africa by connecting designers to buyers. This year SA Fashion Week in association with GQ Magazine has added the SA Fashion Week Scouting Menswear Summer/Spring competition, in the aim of scouting and developing designers who specialise in menswear.

SA Fashion Week has approached you to develop a permission marketing strategy, making use of gamification. The goal of the campaign is to assist the winner in developing a database of customers, and to drive users to his/her website in order to drive online and offline sales.

[25]

QUESTION 2

Autofind.co.za operates in the highly competitive online car sales industry. They have found that over the years, competitors have increased and are performing well, and are now eating into their market share. They have approached you to evaluate their website considering the key requirements for an online presence, and evaluate how Autofind.co.za performs against the guidelines designing the user experience.

A brief summary of the company as well as a screenshot of website is provided in Appendix 1.

[25]

QUESTION 3

As part of your recommendation for Autofind.co.za, develop a measurement programme to measure the effectiveness of their online marketing activities. Ensure you discuss the steps you would take to develop an online measurement programme and include the most relevant and appropriate measures. You can make appropriate assumptions for the case provided. [25]

QUESTION 4

Zando is a South African online fashion store that sells a wide range of clothes, shoes and accessories around the country. In an effort to increase their database of customers, Zando has considered running an email-based marketing campaign. Zando has approached you, a digital marketing expert, to assist them with their email campaign. Zando wants to create brand awareness, target new customers, grow their existing email database with quality leads, and increase traffic to their website in an effort to boost sales. Ideal new customers who fit into their target market need to be high-earning female South African urbanites (Digital Fire, 2012).

You need to develop an email marketing campaign, keeping in mind the requirements of a successful email marketing strategy. [25]

TOTAL [100]

APPENDIX 1: AUTOFIND Case study

Autofind started off as Autofind Magazine (Pty) Ltd and was established in 2002 and was the first Magazine to advertise motor vehicles, with the purpose of providing the end user (the public) with a Free magazine in which to search for their desired vehicle.

Our aim is to offer the automotive dealer access to a competitive alternative to the existing printed media available.

Our philosophy is to create and maintain a good quality magazine that delivers results while maintaining affordably priced advertising space and excellent client service, be it with the dealership or the end user (the public). This will always remain our drive and focus.

Autofind Magazine has a number of Clients that have been advertising with us for many years without having bound themselves contractually. A fine example of this would be Mastercars Benoni City who have been our loyal Clients for approximately 8 Years , Struben Street Motors, McCarthy Arcadia, Steyns Auto, Eagle Auctions and Bez Mega Motors who have all been our loyal Clients for 5yrs or more, These are just a few of our satisfied clients proving that we are an efficient and effective advertising tool.

Magazine Distribution

We believe in printing large quantities of our Magazine fortnightly which in turn allows us to intensively distribute throughout the Gauteng area covering more outlets efficiently and effectively, putting more books on the shelves.

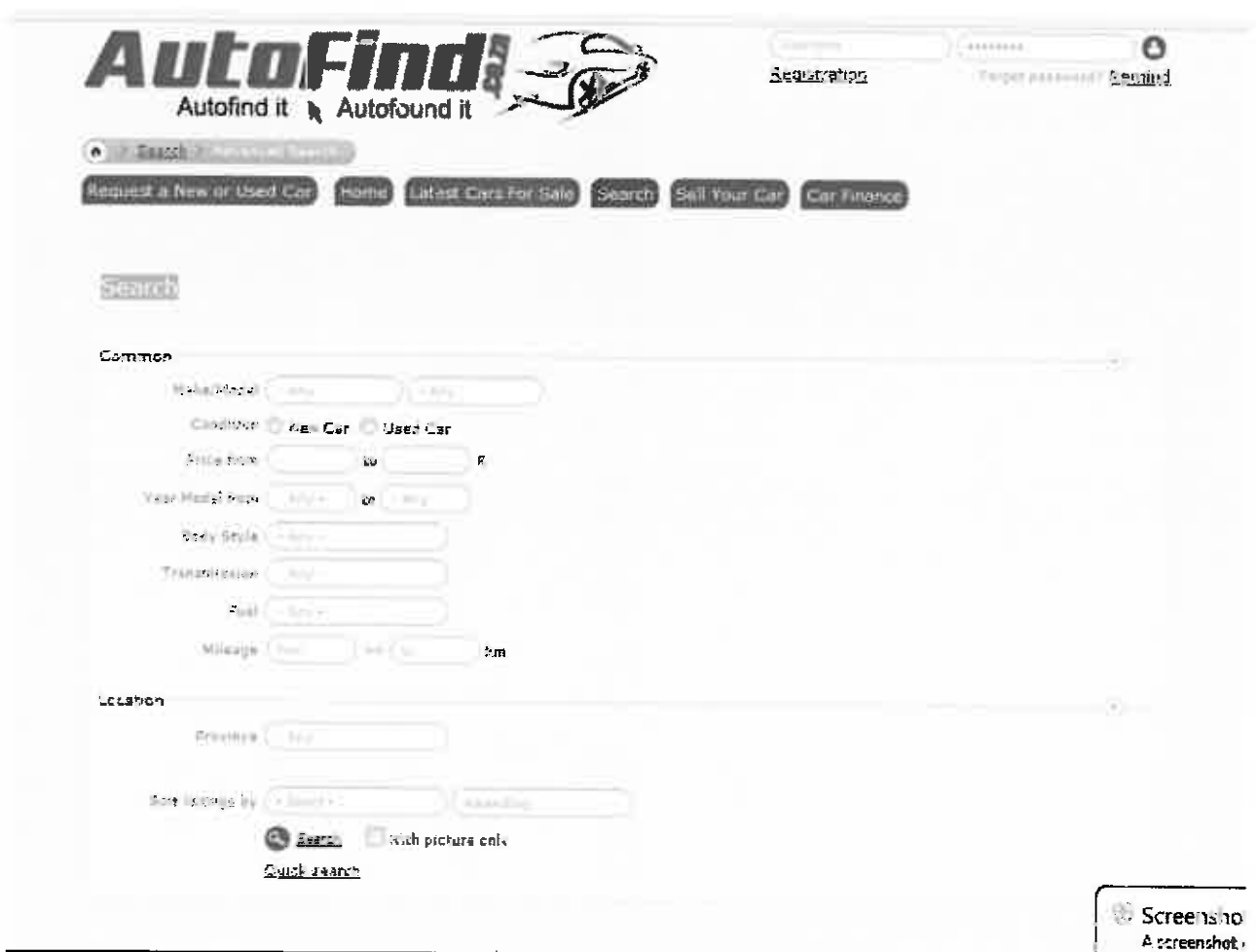
The Website

Our Website www.autofind.co.za has also been in existence since the establishment of the Company, in this the age of the internet and instant gratification it forms an

integral part of our marketing strategy, as people become more pressed for time this is quick, easy and effective.

We currently offer dealers the functionality to directly access his/her vehicles on our website. Our website is professionally maintained by external as well as internal experts, in the field of internet related marketing, and prospective vehicle sales "leads" from the end user (the public) are forwarded to our Clients (The automotive Dealerships).

IMAGE1: Screenshot of **Autofind.co.za** website.



The screenshot displays the Autofind.co.za website interface. At the top, the logo "AutoFind!" is prominent, with the tagline "Autofind it. Autofound it." below it. To the right of the logo, there are links for "Registration" and "Forgot password? Replied". Below the logo, a navigation bar contains buttons for "Request a New or Used Car", "Home", "Latest Cars For Sale", "Search", "Sell Your Car", and "Car Finance". The main search area is titled "Search" and includes a "Common" section with various filters: "Make/Model" (with a dropdown and "Go" button), "Condition" (radio buttons for "New Car" and "Used Car"), "Price from" (with a dropdown and "to" field), "Year Model from" (with a dropdown and "to" field), "Body Style" (with a dropdown), "Transmission" (with a dropdown), "Fuel" (with a dropdown), and "Mileage" (with a dropdown and "km" unit). Below the "Common" section is a "Location" section with a "Province" dropdown. At the bottom of the search area, there is a "Sort by" dropdown, a "Search" button, a "With picture only" checkbox, and a "Quick search" link. A watermark "Screenshot A screenshot" is visible in the bottom right corner.