



FACULTY/COLLEGE	College of Business and Economics
SCHOOL	School of Consumer Intelligence and Information Systems
DEPARTMENT	Marketing Management
CAMPUS(ES)	APK
MODULE NAME	Digital Marketing
MODULE CODE	MMK3C13
SEMESTER	First
ASSESSMENT OPPORTUNITY, MONTH AND YEAR	Summative Assessment Opportunity May 2019

ASSESSMENT DATE	28 May 2019	SESSION	12:30 – 15:30
ASSESSOR(S)	Dr B.E. Stiehler-Mulder		
MODERATOR(S)	Dr D.K. Maduku (internal) Mr. P Sokhela (external – Milpark Education)		
DURATION	3 hours (180 mins)	TOTAL MARKS	100

NUMBER OF PAGES OF QUESTION PAPER (Including cover page)	8
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INFORMATION/INSTRUCTIONS:

- This is a closed-book assessment.
- Read the case study supplied and APPLY your answers to the case study ONLY where asked to do so in the question
- Read the questions carefully and answer only what is required.
- No marks are awarded for merely naming
- Number your answers clearly and correctly as per the question paper.
- Write neatly and legibly in the answer book starting on the first page.
- The general University rules pertaining to assessments and exams apply.

QUESTION 1

[25 MARKS]

1.1 Distinguish between the following five aspects of a digital strategy. Support your discussion by providing relevant examples to the case study. (10)

- Objectives
- Goals
- Tactics
- KPIs
- Targets

1.2 Explain the difference between *intrinsic* and *extrinsic* benefits. Support your discussion with examples relevant to the case study. (4)

1.3 Identify (1 mark) and clearly describe (2 marks) TWO potential target markets for OneCart.co.za. Assumptions can be made. (6)

1.4 Develop ONE persona representing any one of the two potential target markets identified in question 1.3 above. Your persona must specifically focus on:

- Name of the target market (as per 1.3 above):
- Age group/s:
- Location:
- Current situation/need:
- Motivation for using this service: (5)

Tip: Assumptions can be made. Five marks allocated for persona discussed.

QUESTION 2

[25 MARKS]

2.1 OneCart.co.za is considering developing a mobile application and they approach you for advice. Answer questions 2.1.1 and 2.1.2 below.

2.1.1 Assist the OneCart.co.za team to critically analyse the viability of a mobile application, by applying the seven questions one should ask before developing a mobile application. (14)

2.1.2 Based on your findings from the analysis in question 2.1.1 above, advise Onecart.co.za on whether developing a mobile application would be a good business investment. (3)

Tip: Remember the importance of the predominant target market (from questions 1.3 and 1.4 above) for this business when conducting your analysis and building your argument for the mobile application.

2.2 OneCart.co.za would like to start a social media page. Advise them on the questions they should ask to select the right social media platform for their business. (6)

2.3 Advise OneCart.co.za on how they can manage a recovery from an online attack on social media. (3)

QUESTION 3**[25 MARKS]**

- 3.1 OneCart.co.za's marketer approaches you for help with their Facebook page. One of their main objectives is to convey the time saving and convenience aspects of their service.

Against this background, using the table below, develop a conversation calendar for OneCart.co.za. (2 marks allocated per theme, image and Facebook post per day discussed) (14)

Date	Monday	Tuesday	Wednesday	Thursday	Friday	Saturday	Sunday
Theme							
Image							
Facebook post							

Tip: A minimum of two themes and a maximum of seven (one for each day) should be identified. Each day should have a unique image and post.

- 3.2 Elaborate on how OneCart.co.za may use the following web metrics displayed on Google Analytics to measure and monitor the performance of their website:

- Traffic
- Page
- Page views
- Session
- Unique visitors
- New visitor
- Returning visitor

- 3.3 OneCartco.za wishes to optimize their website for content related to the time saved and the added efficiency in grocery shopping by using their services.

Propose THREE keyword phrases that relates to *saving time* and *being more effective with grocery shopping* that they may use in their content AND advise them on any TWO sections on their website (on-page SEO optimization) to place these keyword phrases to aid with their SEO. (5)

QUESTION 4**[25 MARKS]**

- 4.1 OneCart wishes to use Google Ads to promote their business on Google. Advise them on the following:

- 4.1.1 Using examples relevant to OneCart.co.za, explain the difference between a campaign and an Ad group. (4)

- 4.1.2 Using the main components of a search advert, develop a search ad for OneCart.co.za that is focused on promoting the idea of having a personal shopper and saving time with grocery shopping. (6)

Tip: Include Headline 1 (1), 2 (1), description line (2), URL (1), ad extension (1)

- 4.2 OneCart.co.za wishes to embark on a display advertising campaign and are uncertain about the different payment models for this type of advertising.

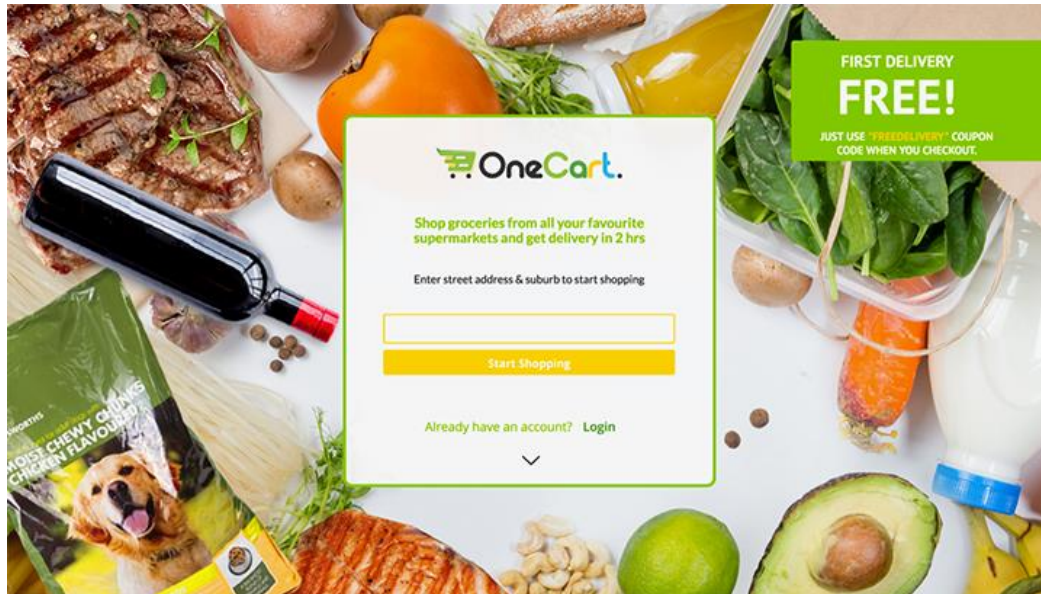
4.2.1 Differentiate between the following three payment models by clearly indicating the *full name, functioning*, and when each model it is *most commonly used*. (9)

- CPM (3 marks)
- CPC (3 marks)
- CPA (3 marks)

4.2.2 As OneCart.co.za is still a new business and not well-know yet, which of the payment models in 4.2.1 in your opinion would be most suited for them? (2)

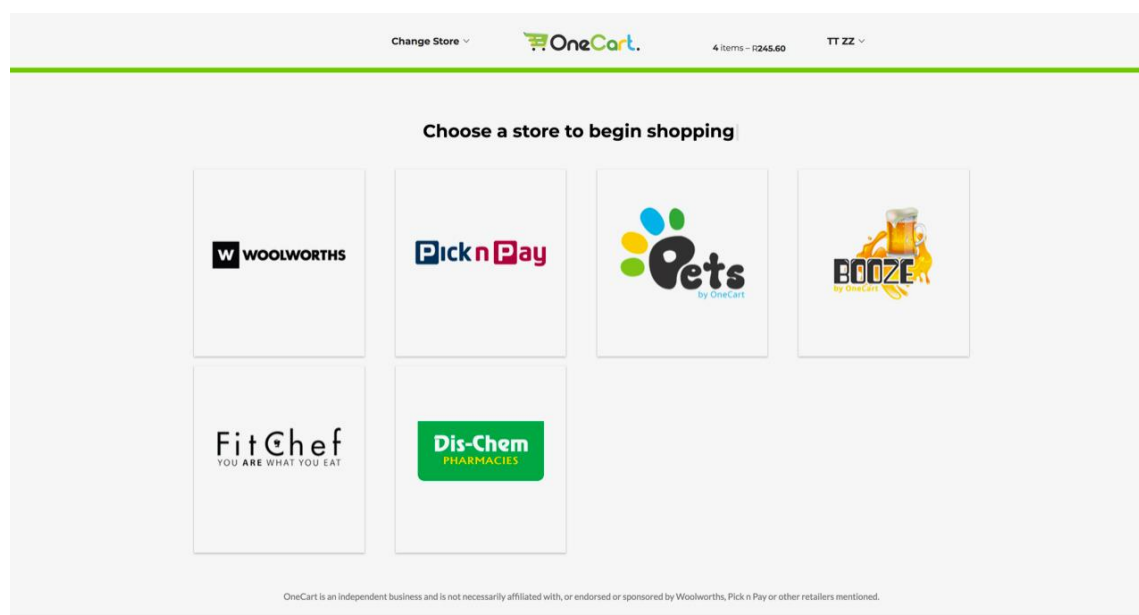
4.3 Propose any TWO advert types available on Facebook that OneCart.co.za can use. Motivate your selection by providn examples relevant to OneCart.co.za. (4)

CASE STUDY

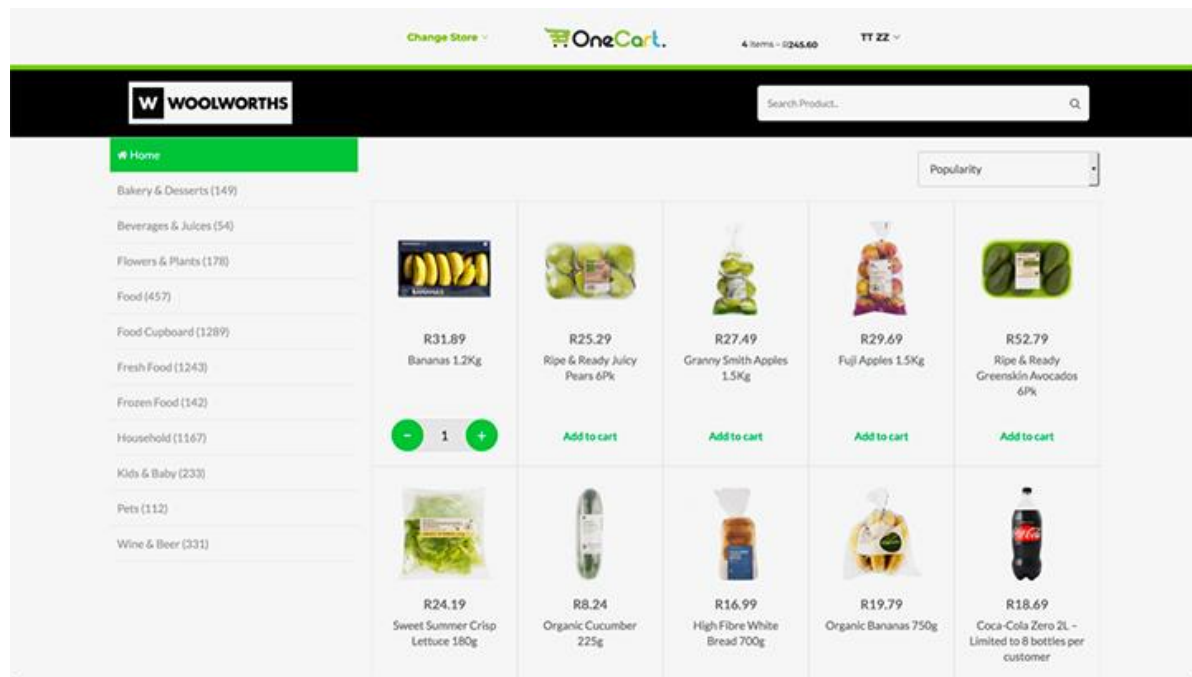
Reading 1:**OneCart – South Africa's leading on-demand grocery concierge and delivery service**

Groceries delivered to your front door? Yes, please! When I first heard about OneCart, I was sceptical. An all-in-one service with a personal shopper that shops at your favourite stores* for you, and then deliver your order straight to your front door within two hours (or within a selected time frame)? Sounds too good to be true, right? Wrong!

I was extremely impressed with the OneCart shopping experience, from start to finish. Here's how it works: Once you land on the website, you have to make a selection of your location. When you have chosen your area, you can select which retailer you want to purchase from. In my area I could choose between Woolworths, Pick n Pay, Dischem, FitChef, Pets by OneCart and Booze by OneCart.



From here, you can browse for and select all of the products on your shopping list, select a delivery address and time and check-out. Now, it's time for you to sit back and relax.



My order was delivered within the chosen time period and none of the eggs in my order were cracked or broken. I was even impressed with the replacement product suggested when one of the products on my list were out of stock. Win-win!

And because I know the question on everyone's lips: "what happens when my personal shopper find my chosen product out of stock?" Not too worry! You will receive a phone call from your personal shopper who will ask whether you want a replacement and which replacement product you want. Convenient, right?

An SMS and email system keeps you up to date on everything relating to your order. So, if you ever find yourself with no time to shop for your essentials. Don't stress about it. Simply hop on to OneCart and let them do all the hard work for you.

*Stores displayed are determined by the stores available in your location.

Source: Food & Home Entertaining. (2018). *One-cart – South Africa's leading on-demand grocery concierge and delivery service*. Available online from: <https://www.foodandhome.co.za/lifestyle/OneCart-south-africas-leading-demand-grocery-concierge-delivery-service> [Accessed 17 February 2018].

Reading 2:

Snippet from www.OneCart.co.za

The screenshot displays the OneCart website interface. At the top, it says "We Shop For You" with the tagline "No traffic, no parking, no worries". Below this, three steps are outlined: "No. 1 Fill in your details" (Easy peasy!), "No. 2 Fill up your OneCart" (Just like an online store), and "No. 3 Safely checkout, kick back and relax" (accompanied by logos for Mastercard, Visa, and E-PAY). A section titled "Some of The Stores You Can Shop At" features a collage of fresh produce on the left and logos for partner retailers: Woolworths, Pick n Pay, Pets, BOOZE, Fit Chef, and Dis-Chem Pharmacies. At the bottom, a green button says "GET STARTED".

Reading 3:

On-demand grocery concierge startup OneCart eyes national expansion

OneCart.co.za, a Johannesburg-based startup that's been described as an 'Uber for groceries', has just reached over 1,000 active users on its multi-store online shopping platform. The company also recently expanded its service from Gauteng to Cape Town, and has expressed plans to conquer Durban next.

Officially launched to the public in October 2017, OneCart's platform acts as a 'virtual mall', allowing consumers to shop from multiple regional and national retailers, add the products to one basket, and have their order delivered in as little as 2 hours. Current retail partners include Woolworths Food, Pick n Pay Food, Dis-Chem and Clicks.

The differentiator is that not only will someone deliver the groceries to your door, a OneCart employee actually does the shopping for you. As the concept of concierge shopping is relatively new in South Africa, the startup believes there's a massive opportunity for many retailers to introduce a new revenue channel for their business by offering their product range on the OneCart platform.

"OneCart is a platform that is innovating a previously traditional sector with the aim of providing ultimate convenience to consumers. The digital agenda is top of mind for retailers, and convenience, speed and simplicity is top of mind for online consumers," explains founder and CEO Lynton Peters.

The company reports to having repeat customers shopping up to five times per week, which is enabling them to optimize their data to show shoppers what they are looking for, fast.

Technical lead Tay Zombulovich says, "Digital disruption has become unavoidable and it is now more important than ever for companies in South Africa to get serious about digital innovation.

"At OneCart we are implementing the latest and greatest technologies to build a highly scalable and extremely efficient on-demand shopping platform with the aim of providing both retailers and customers an all-round seamless experience."

Source: Hartzenberg, L. (2018). *On-demand grocery concierge startup OneCart eyes national expansion*. Available online from: <https://www.bizcommunity.com/Article/196/394/180887.html> [Accessed 16 February 2019].

END OF PAPER