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| 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 2019 |

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|------------------------|---|--------------------|-----|
| ASSESSMENT DATE | 2019 | SESSION | TBC |
| 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 |

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|---|---|
| NUMBER OF PAGES OF QUESTION PAPER (Including cover page) | 7 |
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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 *marketing strategy* and *digital marketing strategy*. Support your answer by providing relevant examples to the case study. (8)
- 1.2 Briefly discuss the four types of *consumer biases*. (4)
- 1.3 Identify and clearly describe ONE potential target market for OneCart.co.za. Assumptions can be made. (2)
- 1.4 Develop ONE personas representing the target market identified in question 1.3 above. Your personas must specifically focus on:
- Name of the target market (as per 1.3):
 - Age group/s:
 - Location:
 - Current situation/need:
 - Motivation for using this service: (5)

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

- 1.4 Develop a title tag (2 marks) and meta description (4 marks) for the OneCart.co.za home page. (6)

Tip: Referring to your answers in question 1.4 above, ensure that your title tag and meta description adheres to the guidelines on using keywords and the guidelines of general allowed length of a meta description.

QUESTION 2

[26 MARKS]

- 2.1 Describe the nine core principles of mobile. Support your discussion by supplying examples relevant to OneCart.co.za (18)
- 2.2 Marketers cannot control social media conversations, but should engage and try to lead the conversation where possible. Against this background, discuss how OneCart.co.za should incorporate the rules of engagement on social media. (8)

QUESTION 3

[24 MARKS]

- 3.1 Develop a social media strategy for OneCart.co.za by applying the steps for creating a social media strategy. Incorporate examples relevant to OneCart.co.za to support your discussion of each step. (14)
- 3.2 Briefly explain the function of each one of the seven menu items on Google Analytics. (7)
- 3.3 Propose effective alt tags that OneCart.co.za can use for the following three images found on their website: (3)
- Woolworths logo image
 - Image of food, specifically containing steak, wine and avocados
 - A picture of fish cakes with a matching fish cake recipe

QUESTION 4

[25 MARKS]

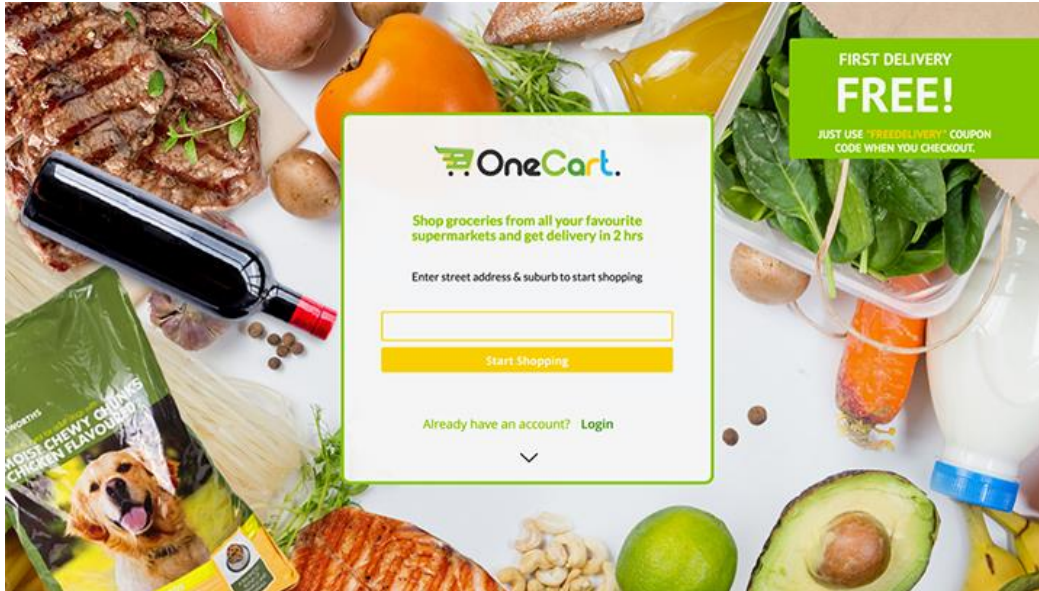
4.1 Describe the different kind of keyword match types that may applied with search advertising. Use example keywords related to OneCart.co.za to support your answer. (10)

4.2 Briefly describe the steps involved in implementing online advertising (9 marks) AND provide two sources that marketers can monitor to determine the success of their advertising (2 marks). (11)

Tip: Report the step and briefly elaborate on what it entails.

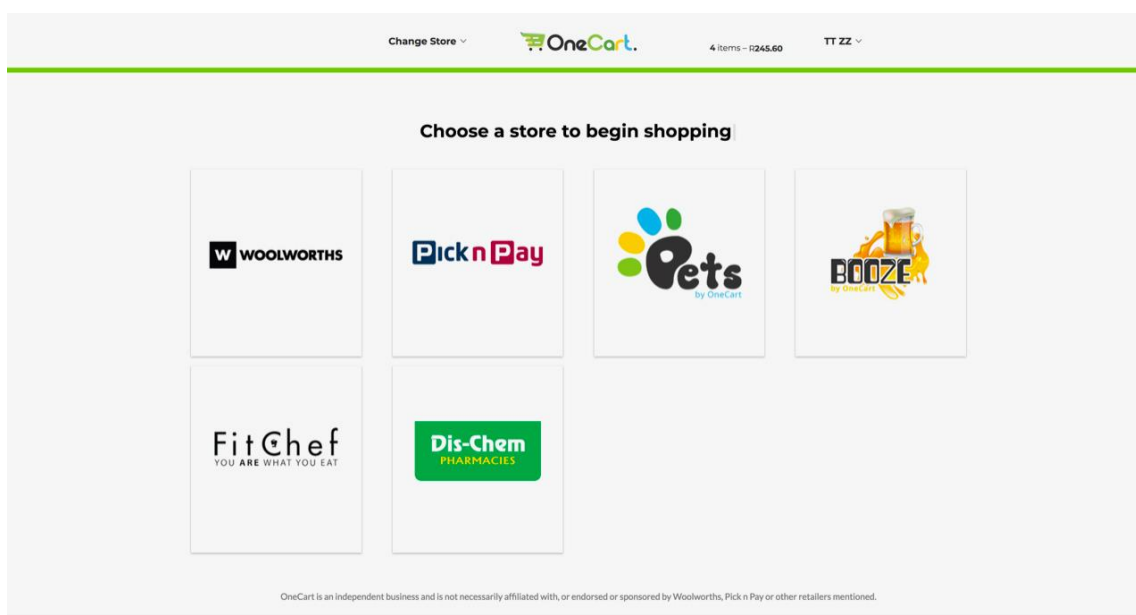
4.3 Describe four TWITTER advert types that OneCart.co.za can use to advertise on their services to Twitter users. (4)

CASE STUDY

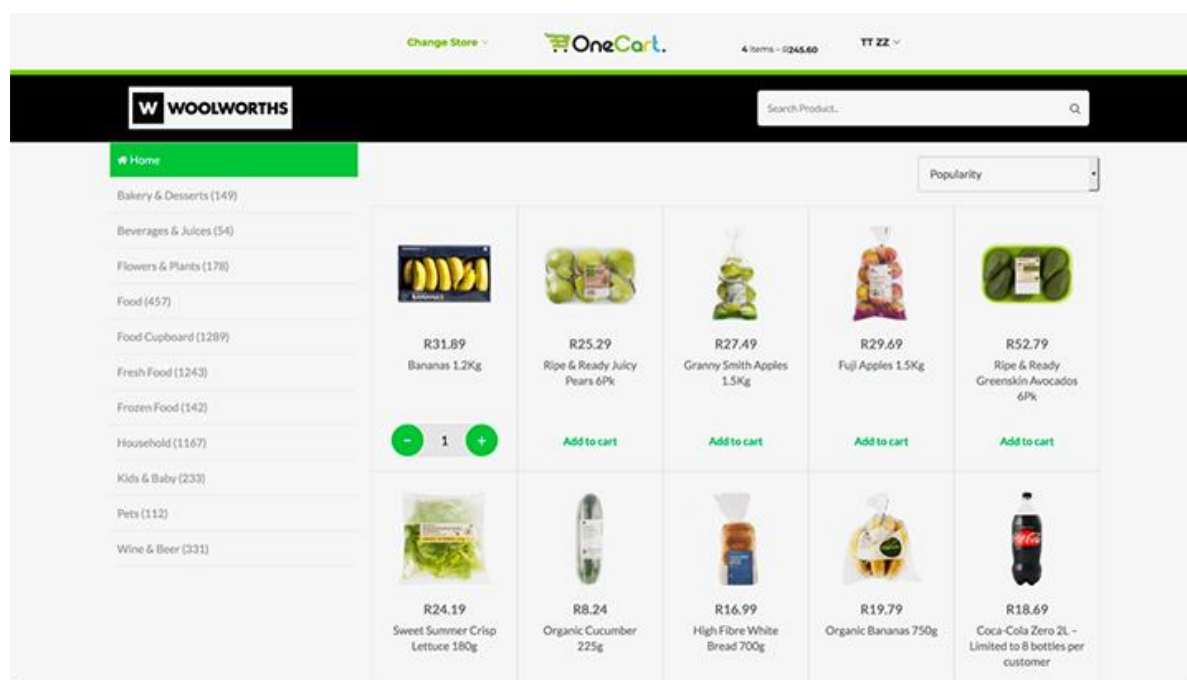
Reading 1:**OneCart – South Africa's leading on-demand grocery concierge and delivery service**

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, there are three numbered steps: "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 i-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. At the bottom, it says "Shop groceries from all your favourite supermarkets" with a "GET STARTED" button.

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