Sub:	**Digital and Social Media Marketing**			Code:	**18MBAMM 403**

Date:	**18-07-2021**	Duration: **90 mins**	Max Marks: **50**	Sem: **IV**	Branch: **MBA**

OBE

		Marks	CO	RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)

1(a)	What is a Buyer's Persona?	[03]	CO4	L1
(b)	Explain the customer acquisition process.	[07]	CO4	L2
(c)	Examine the online consumer decision-making process using FFF model	[10]	CO5	L3
2(a)	What do you mean by social media monitoring?	[03]	CO5	L1
(b)	Describe the models of web visits	[07]	CO5	L2
(c)	Examine the process of developing a social media marketing strategy for a client.	[10]	CO5	L3
3(a)	What is social bookmarking? How does it help business online?	[03]	CO5	L1
(b)	What are the various rules of engagement for social media?	[07]	CO5	L2
(c)	Why do brands are under attack on social media? Design a policy for your organization to overcome from cyber-bullying of the brands?	[10]	CO5	L6

Part B - Compulsory (01*10=10marks)

4	Shaadi.com is a leading matrimonial website in India. It started its operations in India in 1997 and is now present in more than 7 countries such as the US, UK, UAE, Pakistan etc. In 2019, Shaadi.com ran a campaign on Valentine's Day with a social media handle #WohEkBaat. Where couples from all around the web cam forward to share that one common thing that they have with. Many TV star-couples of India took part of the campaign like Gurmeet Debian, Suyyash and Kishwer and asked their fans to share their #WohEkBaat on social media handles of Shaadi.com.			
(a)	What could be the objectives behind initiating such an online campaign by an established brand?	[05]	CO3	L3
(b)	Why do you think the company has roped in celebrity couples? What advantages would they bring to the social marketing efforts of the company?	[05]	CO3	L6

Course Outcomes	PO1	PO2	PO3	PO4	PO5
CO1 Recognize appropriate e-marketing objectives.					
CO2 Appreciate the e-commerce framework and technology.					
CO3 Illustrate the use of search engine marketing, online advertising and marketing strategies.					
CO4 Use social media & create templates	1(a)	1(b)		1(c)	
CO5 Develop social media strategies to solve business problems	2(a) , 3(a)	2(b)			2 (c), 3(b), 3(c)

Cognitive level	KEYWORDS
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI

HOD

Sub: **Digital and Social Media Marketing**   Code: **18MBAMM 403**

Date: **18-07-2021**   Duration: **90 mins**   Max Marks: **50**   Sem: **IV**   Branch: **MBA**

		OBE
	Marks	CO	RBT

Part A -Answer Any Two Full Questions (20*02=40 Marks)

		Marks	CO	RBT
1(a)	What is a Buyer's Persona?	[03]	CO1	L1

A buyer persona is a research-based profile that depicts a target customer. Buyer personas describe who your ideal customers are, what their days are like, the challenges they face and how they make decisions.

		Marks	CO	RBT
(b)	Explain the customer acquisition process.	[07]	CO2	L2

Gaining new customers can be expensive but companies can work smarter by following customer acquisition strategy. Firstly it helps organizations to earn money and keep the finances flowing through the processes. Secondly, the customer acquisition process works as an image-building tool for the companies. It helps to attract new prospects, get an edge over the competitors and prove their strategies in front of investors. A well-thought-of strategy for acquiring customers contributes a great deal to a company's growth and prosperity.

However, many of you might think that customer acquisition and lead generation are the same. They may seem alike on the surface, however, both are quite different. Lead Generation is the beginning of the sales funnel and Customer Acquisition is the middle of the funnel. Lead generation is the identification of the prospects and reaching out to them, whereas Customer acquisition goes a step beyond. It involves all the strategies that involve convincing prospective clients into actually buying the products or services. Some of these strategies involve customer loyalty programs or referral schemes.

However, there are many other strategies as well. Naturally, there is also a certain amount of cost involved in acquiring the customers. These costs pass through the entire process of customer acquisition. Customer Acquisition is also known as Acquisition marketing. It is a very unique form of marketing wherein the customers who are aware of your brand contemplate buying the product. There are various strategies of customer acquisition depending on the scale of the business, product line and its objective. They are:
1. Content Marketing
2. Social Media
3. Search Marketing
4. E-Mail Marketing
5. Giveaways and Referrals

Let's walk through the steps in this diagram:
1. In Stage 1 of the customer lifecycle, a new prospect visits your website for the first time. Your social media, email, or other digital advertising efforts might have drawn them to your store, or
a referral from a peer made them curious about what you offer. Your website's educational content, including industry research, blog posts, and other articles help to raise their awareness of your products or services.

2. In Stage 2, the prospect has expressed their interest. Your website's content, special deals in your store, or other lead capture techniques secured the prospect's contact information. More informational content, product comparisons, and case studies are useful types of digital marketing materials for both capturing leads and keeping prospects interested.

3. In Stage 3, your prospective customer has been 'activated'. This means you're directly engagingthem with your products or services. For retail eCommerce, this might mean they've visited your product pages and begun putting items intotheir shopping cart. For online B2B companies, this stage usually involves demonstrations and proposals.

4. In Stage 4, you successfully convert your prospect into a customer. They've paid for your services or products, and you've started processing their order

5. In Stage 5, your active customers use your product or services. For B2C eCommerce, this stage involves asking customers for reviews and for continued engagement with your digital content. For B2B, this stage might involve fully onboarding new customers, setting up the product, andbeginning training via manuals, workshops, and personal customer service.

6. In Stage 6, your loyal customers renew their support of your business. They might either purchase from you again or upgrade their existing purchases. It's important to keep track of digital engagement metrics, renewal rates, and churn rates in order to focus your efforts more efficiently. Try to track the amount of referral business that you receive whenever possible, as well. Of course, this process will vary slightly depending on the nuances of your business model and your online audience, but the main idea is that the sales process, digital marketing, and the customer lifecycle are all connected. They should work together to provide a positive experience at every step.in the customer acquisition process.

(c) Describe the FFF Model of online consumer decision-making process   [10] CO1   L2

The FFF Model of Online Consumer Behaviour
o In 2012, two management professors Ujwala Dange and Vinay Kimar
   proposed a model for online customer behaviour.
o It is not the first time a model like this has been developed but I found theirs
   to be most relevant to customers of today.
o The FFF model takes into consideration internal and external **factors** affecting
   consumer buying behaviour.
   o It then proceeds to discuss various **filtering elements** customers will apply
   to make a selection of a store to purchase from and revised **filtered buying
   behaviour** based on their final selection. o Graphically the model
   representing customer journey to purchase looks like this:
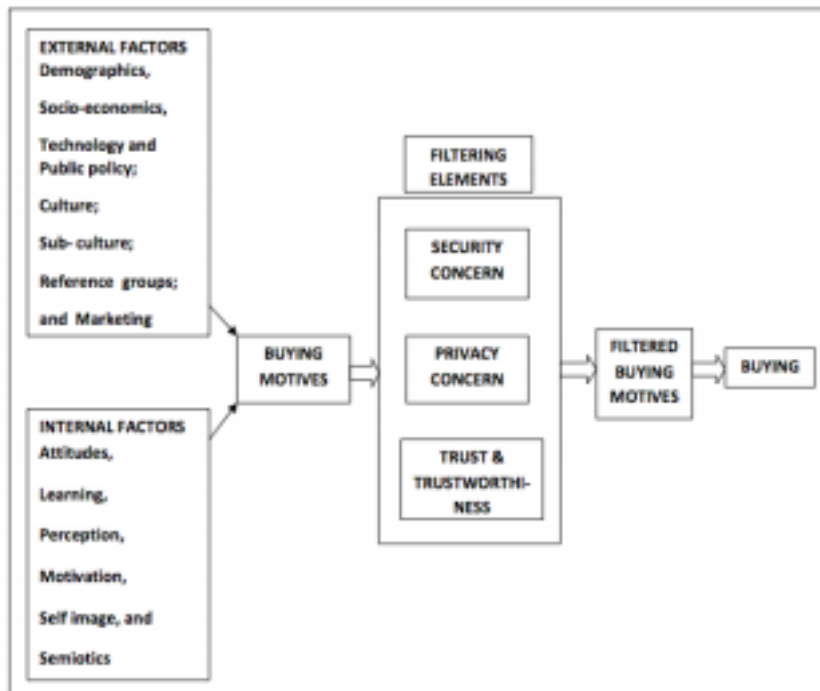
1. Factors

o Starting from left, the first element identified are factors that motivate customers to buy products or services online. They divided them into two categories: external and internal.

    ▢ **The external factors** are the ones beyond the control of the customers. They can divide into five sectors: Demographics, socio-economics, technology and public policy; culture; sub- culture; reference groups; and marketing.

    ▢ **Internal factors** are personal traits or behaviours and include attitudes, learning, perception, motivation, self image, and semiotics.

o Based on such factors customer develops what Jagdish Sheth, a professor of marketing at Emory University defined as two distinct **types of buying motives**: **functional and non-functional**. ▢ **The functional motives** relate to consumer needs and could include things like time, convenience of shopping online, price, the environment of shopping place (i.e. couch buying), selection of products etc.

    ▢ **The non-functional motives** relate more to the culture or social values like the brand of the store or product for instance.

2. Filtering Elements

o Security, privacy and trust as three hurdles to online purchases. Customers use these three factors to filter their buying choices and decide on the final selection of stores they are willing to buy from. In other words, if your store doesn't pass your customers' security, privacy and trustworthiness criteria, they won't buy from you. Even if you are cheaper.

o Compared to traditional brick and mortar shops, online shopping carries more risk during the purchase process. Customers recognise online as a high level risk purchase and have become aware of what might happen with their data online. They use that knowledge now to filter their purchase options by 3 factors:

    i. **Security**

        o It's an unfortunate characteristics of the internet that information there could be easily lost or stolen. Your payment details or personal information could easily be retrieved from a database

it is stored in by the shop for instance, as we have seen recently with few major security breaches.

- o Customers are growing more aware of the dangers of stolen data from the web. And they filter their purchasing alternatives against security criteria.

ii. **Privacy**

- o Another type of risk online is having personal information handed over to or stolen by 3rd party companies to send unsolicited emails and spam to customers. Even though the results of privacy breaches may not be as severe as losing your financial data, it can still cause a great deal of frustration and diminish trust in stores.
- o A lack of trust in a store's privacy policies is a serious obstacle for many customers. Similarly, many customers look for reassurance that their data will be protected and not handed over to any 3rd parties for further use in marketing.

iii. **Trust and Trustworthiness**

- o Online trust is essential in building any relationship with customers. There seems to be however a diminishing trust in online merchants. This is especially true when it comes to smaller, niche stores. Customers focus on Amazon and other giants, shops with big brands behind them and don't apply the same level of trust to a smaller shop. So if you run a store selling bike storage for instance, you should work hard to build a high level trust among your customers to be picked up for the order.

3. Filtered Buying Behaviour

o The last element of the model covers what authors call the filtered buying behaviors, a set of expectations and motives revised by the filters we discussed above.

2(a) What do you mean by social media monitoring?   [03] CO2   L1

Social media monitoring is the process of identifying and determining what is being said about a brand, individual or product through different social and online channels.

(b) Describe the models of web visits   [07] CO1   L2

Types of web visit model:

Two disparate consumer web visit models are briefed below:

  i. Random Surfer Model:
- o It is a more natural model of experiential-surfer.
- o Users not actively engaged in the discovery of specific information.
- o This model explains consumer visits of different length
- o There is a 50% chance of leaving after the first page view, which then falls to 37% of exit if the visit continues
- o Users consider web surfing as a flip of the coin
- o At each page, a visit has a chance to continue the visit or exit
- o Exit pages are only loosely connected to current page quality
- o This model appears to be the best match for experiential surfing

  ii. The Look-Ahead Model:
- o It explains the same pattern of short visits but with a

different model of surfing behaviour o This model appears
the best match for task-directed behaviour
  o Surfers not flipping a coin with regard to leaving the pages, they do not
have a chance of leaving, but carefully balance their time and effort
against the chance of finding the information they desire.
  o The connection is higher when the page corresponds to accomplishing
a task or clarifying that the websites does not match the visitor's
goals
  o This model appears to be the best match for task-directed visits

(c) How do you prepare a social media marketing strategy for your client?   [10] CO2   L2
The key ingredient for doing social media marketing well is having a strategy.
Without a strategy, you might be posting on social media platforms for the sake
of posting. Without understanding what your goals are, who your target audience
is, and what they want, it'll be hard to achieve results on social media.
Whether you want to grow your brand through social media or to level up as a
social media marketer, developing a social media marketing strategy is essential.

Here's one way to do it.

It's interesting to note that a social media marketing strategy and a social media
marketing plan have a lot of crossovers.You can think of it this way: A strategy
is where you're headed. A plan is how you'll get there. One of the simplest ways
to create your social media marketing strategy is to ask yourself the 5Ws:

1. Why do you want to be on social media?
2. Who is your target audience?
3. What are you going to share?
4. Where are you going share?
5. When are you going share?

Here's another interesting point about strategy (or strategies):
You can also have a strategy for each of your social media channels, such as a
Facebook marketing strategy, an Instagram marketing strategy, and so on, which
all lead up to your overall social media marketing strategy.

But let's start with your overall strategy.

1. Why does your business want to be on social media?

The very first question to answer is the Why. This relates to your social media
goals. Are you on social media to promote your products? To drive traffic to
your website? Or to serve your customers? In general, there are the nine social
media goals you can have:
1. Increase brand awareness
2. Drive traffic to your website
3. Generate new leads
4. Grow revenue (by increasing signups or sales)
5. Boost brand engagement
6. Build a community around your business
7. Provide social customer service
8. Increase mentions in the press
9. Listen to conversations about your brand

You'll likely have more than one social media goal, and that's fine.

Generally, it's great to focus on just a handful of goals unless you have a team, where different people or groups within the team can take on different goals.

2. Who is your target audience?

Understanding your target audience will help you more easily answer the following questions on what, where, and when you are going to share. For instance, if a travel and lifestyle brand knows that its target audience loves to read about new places and travel tips, it could share such content on its social media profiles.

A great exercise to try here is to build marketing personas.

There are many different ways of building marketing personas. My personal favorite approach is to, again, use the 5Ws and 1H.
- Who are they? (E.g. job title, age, gender, salary, location, etc.)
- What are they interested in that you can provide? (E.g. entertainment, educational content, case studies, information on new products, etc.)
- Where do they usually hang out online? (E.g. Facebook, Instagram, etc. or niche platforms)
- When do they look for the type of content you can provide? (E.g. weekends, during their daily commute, etc.)
- Why do they consume the content? (E.g. to get better at their job, to become healthy, to stay up to date with something, etc.)
- How do they consume the content? (E.g. read social media posts, watch videos, etc.)

You likely don't have to start from scratch. If your business has been running for a while, you most probably already have a good sense of your target audience. What might be helpful is to write it down so that you can share it with the team or use for your future reference.

3. What are you going to share?

When you see this question, you might be thinking about the types of content to share. For example, do you want to share videos or images?

But hold on for a second!
We're talking about your social media marketing strategy here so let's take a step back and think on a higher level. Instead of the types of content to share, "theme" might be a better word.

Here are a few brands and their theme(s):
- An underwear brand, shares photos from their customers and photos of their products on their Instagram profile.
- An outdoor and adventure brand, shares their editorial content and high-quality photos of the outdoors on their Facebook profile.
- A luxury couch brand, mostly shares memes on their Instagram profile.

If you scroll through the social media profiles mentioned above, you might have noticed that the brands have more than one main theme. Having a handful of themes is perfectly fine as it gives you the space to share a range of content to keep your audience engaged without being seemingly unfocused.

This is where a good understanding of your target audience will be helpful. Look at your marketing personas and consider the following questions:
- What goals and challenges do they have?
- How can you help solve them?

For a fitness apparel and accessories brand, a goal of its target audience might be to stay up-to-date with the latest fitness gears. In that case, it can share its latest products on its social media profiles.

4. Where are you going share?

The next step is to determine where you are going to share your content. In other words, which social media platforms does your brand want to be on?

Before we go any further, remember that your brand doesn't have to be on every social media platforms.

Again, your understanding of your target audience will come in handy here. Which platforms are your target audience most active on? What makes them visit that platform? For example, teenagers and young adults might like scrolling through Instagram when they are bored to see what their friends are doing or whether their favorite brands have new products.

Another, albeit smaller, thing to consider is, what is your brand's "X factor"? Are you great at photography, videos, or writing? Certain platforms lend itself well to certain content types. For example, photos are great on Instagram, long-form videos on YouTube, articles on Medium. But this is a minor point because social media platforms are evolving to provide almost every type of content nowadays.

Finally, consider smaller, niche platforms, too. For example, Zwift, a multiplayer online cycling training software company, has started a club on Strava, a social network for athletes. Their club has more than 57,000 cyclists, and thousands engage with their posts on Strava.

5. When are you going share?

The last key part of your strategy is figuring out when you want to share your content. You might be tempted to jump into a research for the best time(s) to post.

3(a)   What is social bookmarking? How does it help business online?   [03] CO1   L1
Process of tagging a website page with a browser-based tool so that you can easily visit it again later.

Social bookmarking helps in the following ways:
Higher traffic
Faster search engine indexing

Higher search engine ranking
Better page rank

(b) What are the various rules of engagement for social media? [07] CO2 L2
- Use your existing knowledge- You already have a wealth of knowledge about your customers – Their tastes and preferences, what excites them, and what turns them away, and much more. The reason you are getting onto social media is to get a little more involved with your customers, may be to know them a little better. So, don't jump onto the social media platforms blind-folded, use your previous knowledge to craft a digital marketing strategy that lets you start as an old acquaint rather than a fresh face on the block. Make sure as you learn more about your customers keep refining your approach.
- Have clearly defined goals and objectives- Your objectives are the desired outcomes of your social media strategy and your goals are your mid-way achievements. You should be very clear of your social media objectives even before you jump onto social media. Use the following approach to clearly define your objectives- SMART. Yes, your objectives should be smart.

S	SPECIFIC	Be precise and clear of what has to be done.
M	MEASURABLE	A metrics should be there to measure progress and achievement
A	ACHIEVABLE	Objective should be aligned with the competency and consent of the person working on it.
R	REALISTIC	Objectives should be possible to attain
T	TIMED	Time period for achievement should always be defined.

- Look, Listen, and Learn- Before you directly start engaging with the online community, spend some time hanging around. Get yourself acquainted with the different types of social media platforms which you plan to target. Get a feel of how the online community is responding and interacting on each platform. Every social media platform is different so familiarize yourself with the nuances before you dive in.
- Be open and honest- The phrase "Complete Disclosure" does not fit into the picture anywhere else more appropriately than in social media. What you

write and post on social media should coincide with your real-world actions (offerings). Never ever go on social media pretending and exaggerating the virtues and merits of your brand. This will only shun people off and they may even completely block you.

- Make your posts relevant, interesting, and entertaining– The Internet is already cluttered with a lot of information, social media is barraged with millions of posts daily. Making your presence felt in such a space is not an easy task. Make sure that everything you do on social media adds value and at the same time it is interesting. You cannot go in every time promoting your offers and brand directly sometimes you have to put in simple engaging messages people can relate to. For example, the post saying – "Colourful and attractive worksheets @ 30 % discount" may find itself struggling for engagement on social media but at the same time if you touch upon the current highest-rated problem of parents- " Give your child a break from online, keep them busy and happy" will be immediately clicked upon by most of the parents.
- Respect people- Never offend anyone, always be respectful to your fellow community members. There will be debates and discussions you don't have to refrain from them, as these are always good for engagement, but never turn these discussions into arguments. Everyone, although on a common platform, have their individual rights, tastes and preferences so never make it personal.
- Respond to feedback– Always respond to the feedback you are getting from people. Getting genuine feedback is invaluable. Feedback if positive; you can appreciate and thanks for it and if negative, you can be apologetic and concerning. Make sure to tell how you have improved upon on the basis of the previous negative feedback.

(c) Why do brands are under attack on social media? How do business overcome from cyber-bullying of the brands? [10] CO1 L2

Social media offers an outlet for people to connect, share life experiences, pictures and video. But too much sharing—or a lack of attention to impostors—can lead to a compromise of business and personal accounts.

Attackers often use social media accounts during the reconnaissance phase of a social engineering or phishing attack. Social media can give attackers a platform to impersonate trusted people and brands or the information they need carry out additional attacks, including social engineering and phishing.

This incident, while incredibly unfortunate, contains valuable lessons every staffing agency can use to set themselves up for success:

- **Understand that social media comes with risks and responsibilities— that extend beyond your internal team members.** If you have a presence on social media, make sure someone has primary responsibility for monitoring activity on your accounts. Left unaddressed, a single post can quickly go viral and threaten your firm's reputation.
- **Use social platforms' built-in risk management features.** Facebook has Page Moderation settings that allows you to: block certain words from being posted to your account; ban people; select who can post on

your Timeline; and even control who can tag photos. Twitter and other social platforms have analogous features, too. Review and fine-tune these settings to mitigate your risks when someone wants to leave a negative review or post potentially inflammatory content.
- **Create a sound social media policy.** If you do not already have a one, develop a comprehensive social media usage policy that aligns with your HR policies, values and brand. Make the policy part of your employee handbook, and obtain written acknowledgement that every employee (internal or temporary) will abide by it.
- **When crisis strikes, rely on your policy.** By creating a framework for managing crises before they strike, your entire team will know how to respond quickly and effectively.

You can't control what people say on social media, so you need to make sure you're doing everything possible to protect your company and online reputation. And if you'd like help with the process, we're just a click or call away9 social media crisis management tips for businesses and brands

1. Create a social media policy
Some of the worst social media situations start with an employee posting something inappropriate. Fortunately, these are also some of the easiest crises to avoid.

The best way to prevent this type of social media crisis is to create a solid social media policy for your company. It should provide clear guidelines for appropriate use, outline expectations for branded accounts, and explain how employees can talk about your the business on their personal channels.

The details of your social media policy will vary based on factors like your industry and the size of your company. Here are some subjects all social media policies should include:

- **Copyright guidelines**. Don't assume employees understand how copyright applies online. Provide clear instructions about how to use and credit third-party content.
- **Privacy guidelines**. Specify how to interact with customers online, and when a conversation needs to move to a private channel.
- **Confidentiality guidelines**. Describe what business information employees are allowed (even encouraged) to share, and what should be kept under wraps.
- **Brand voice guidelines**. Do you maintain a formal tone? Can your social team get a little goofy?

Lockheed Martin's social team got a little too casual on social media for World Photo Day 2018. The world's largest arms producer posted a tweet asking followers to share a photo of one of their products. The now-deleted tweet said:

"Do you have an amazing photo of one of our products? Tag us in our pic and we may feature it during our upcoming #WorldPhotoDay celebration on Aug. 19!"

This carefree tone from an arms manufacturer would probably have brought in some challenging replies in the best of circumstances. But just a few hours later, CNN broke a news story that a Lockheed Martin bomb has been used on an attack that killed children in Yemen. People seized on the story and started responding to Lockheed Martin's photo request tweet with CNN's photo of a bomb fragment from the attack.

Lockheed Martin's response was basically not to respond. They simply deleted the original tweet. The challenge of trying to make a problematic post disappear is that screencaps live on in the many news stories about the blunder. Consider this an example of how not to handle a social media crisis.

2. Secure your accounts

Weak passwords and other social media security risks can quickly expose your brand to a social media crisis. In fact, employees are more likely to cause a cyber security crisis than hackers are.

The more people who know your social media account passwords, the more chances there are for a security breach. Don't share passwords among the various members of your team who need access to your social accounts. I use a centralized system like Hootsuite to control use permissions and grant the appropriate level of access.

Centralizing access also allows you to revoke access for employees who leave the company or move to a role that no longer requires them to post on social.

When the New York Daily News laid off half its employees, a departing member of the social team started posting strange GIFs to the paper's Twitter account.

The Tweets were relatively harmless. A situation like this could quickly turn into a social media crisis, though. What if the rogue employee posted confidential or inflammatory material?

A similar situation happened back in 2013, when HMV laid off a large portion of its staff. The company's Twitter feed was a play-by-play of the mass firings, beginning with "We're tweeting live from HR where we're all being fired! Exciting!!"

But here's the key HMV Tweet you can learn from:

"Just heard our Marketing Director (he's staying folks) ask 'How do I shut down Twitter?'"

It's critical to have control of your social channels. Managers to know how to limit or revoke access in a social media crisis management situation.

3. Use social listening to identify potential issues

A good social listening program can help you spot an emerging issue on social

media well before it turns into a crisis.

Monitoring brand mentions can give you some advanced warning of a surge of social activity. But if you really want to keep an eye out for a potential social media crisis, you should be monitoring social sentiment.

Social sentiment is a metric that captures how people feel about your brand. If you see a sudden change, that's an immediate clue to start digging into your listening streams to see what people are saying about you. A sudden spike in brand mentions is always worth investigating, too.

With a tool like Brandwatch, you can set alerts so you're automatically notified if there are major changes in sentiment or volume of mentions. This gives you advance warning of a crisis while it's still in the early stages.

ZeroFOX is another great software solution for advance warning of a potential crisis. Integrated with your Hootsuite dashboard, it will:

- send you alerts about dangerous or offensive content targeting your brand
- malicious links posted on your social channels
- and scams targeting your business or your customers

4. Define what counts as a crisis
People are going to say rude things about you online. That's a fact, not a crisis.

But if enough people are saying the same negative things about you on social, all at the same time, that might be a crisis—or a potential crisis waiting to explode. What really identifies a social media crisis is a major negative change in the online conversation about your brand.

In order to identify a change from the norm, of course, you have to know what the norm is. Your ongoing social listening work should give you a pretty clear idea of what a normal day looks like for your brand.

For negative comments to count as a crisis, there also needs to be potential long-term damage to your brand. Even if a large number of people are posting negatively, it may be best to respond through customer service channels.

As an organization, you should define how much of a change in sentiment you need to see before you can start thinking about the event as a potential crisis. Once the numbers hit that threshold, review the situation with the appropriate people to decide whether you should implement your crisis communication plan.

5. Craft a crisis communication plan
A company-wide social media crisis communication plan allows you to respond quickly to any potential issue. Instead of debating how to handle things, or waiting for senior managers to weigh in, you can take action and prevent things from getting out of control.

Your plan should describe the exact steps everyone will take on social media

during a crisis—from top executives to the most junior employees. Include a list of who needs to be alerted at each stage of a potential social media crisis.

Your social media crisis communication plan should include:

- Guidelines for identifying the type and magnitude of a crisis.
- Roles and responsibilities for every department.
- A communication plan for internal updates.
- Up-to-date contact information for critical employees.
- Approval processes for messaging posted on social media.
- Any pre-approved external messages, images, or information.
- A link to your social media policy.

No matter how well you prepare, the nature of a crisis means you won't be able to resolve everything with just one or two social media posts. But people expect to hear from you, and it's important for you to acknowledge the problem right away. Even during holidays, you need to be able to respond quickly in case of an emergency.

A couple of humble and informative posts buy you the time to put the rest of your social media crisis communication plan into action. Simply acknowledge that there's a problem and let people know that more information is coming soon.

6. Pause all scheduled posts
During a social media crisis, scheduled posts will at best make you look goofy.

Take, for example, this App Store tweet encouraging followers to download the New York Times cooking app. It's a perfectly reasonable tweet to send out the day before Thanksgiving.

One problem: Apple was facing a major outage at the time, and the App Store was down.

In this case, Apple just looked a bit silly, and the tweet gave followers more ammunition to complain about the outage.

In a worst-case scenario, a scheduled tweet during a crisis could completely derail your crisis management plan. It's critical for all communication to be planned, consistent, and appropriate in tone. A scheduled post will be none of those things.

With a social media scheduler like Hootsuite, pausing your scheduled social media content is as simple as **clicking the pause symbol** on your organization's profile and then entering a reason for the suspension

Part B - Compulsory (01*10=10marks)
4   Shaadi.com is a leading matrimonial website in India. It started its operations in India in 1997 and is now present in more than 7 countries such as the US,

UK, UAE, Pakistan etc. In 2019, Shaadi.com ran a campaign on Valentine's Day with a social media handle #WohEkBaat. Where couples from all around the web cam forward to share that one common thing that they have with. Many TV star-couples of India took part of the campaign like Gurmeet Debian, Suyyash and Kishwer and asked their fans to share their #WohEkBaat on social media handles of Shaadi.com.

(a) What could be the objectives behind initiating such an online campaign by an established brand?

[05] CO3 L3

(b) Why do you think the company has roped in celebrity couples? What advantages would they bring to the social marketing efforts of the company? .

CO3 L6

[05]

	Course Outcomes	PO 1	PO 2	PO 3	PO 4	PO 5
CO1	Facilitate objective solutions in business decision making under subjective conditions.	1a,2a,3a				
CO2	Demonstrate different statistical techniques in business/real-life situations.	1b,1c,1d,2b,2c,3b,3c,3d				
CO3	Understand the importance of probability in decision making.					
CO4	Understand the need and application of analytics.					
CO5	Understand and apply various data analysis functions for business problems.	1d				
Cognitive level	KEYWORDS					
L1	list, define, tell, describe, recite, recall, identify, show, label, tabulate, quote, name, who, when, where, etc.					
L2	describe, explain, paraphrase, restate, associate, contrast, summarize, differentiate interpret, discuss					
L3	calculate, predict, apply, solve, illustrate, use, demonstrate, determine, model, experiment, show, examine, modify					
L4	classify, outline, break down, categorize, analyze, diagram, illustrate, infer, select					
L5	grade, test, measure, defend, recommend, convince, select, judge, support, conclude, argue, justify, compare, summarize, evaluate					
L6	design, formulate, build, invent, create, compose, generate, derive, modify, develop, integrate					

PO1–Theoretical Knowledge; PO2–Effective Communication Skills; PO3–Leadership Qualities; PO4 –Sustained Research Orientation; PO5 –Self-Sustaining Entrepreneurship

CCI   HOD