

Assessment 2 (Part B) (SAMPLE TEST)

Instructions: Please answer the following questions thoughtfully. Your responses should not only demonstrate your understanding of key concepts but also your ability to critically apply them to the scenarios provided. Where specified, draw upon theories and frameworks from multiple modules to build a comprehensive answer. The solutions should reflect your *own* understanding of the course materials as you apply them to solve digital marketing problems.

Question: Marketing in the Metaverse

Scenario: A high-end automotive brand, "Velocity Motors," is considering a major investment to build a permanent, interactive virtual showroom in a popular metaverse platform like Decentraland. The goal is to offer virtual test drives, showcase futuristic concept cars, and sell exclusive digital collectibles (NFTs) to a new generation of consumers.

Task: Critically evaluate this proposed metaverse marketing initiative.

1. **Opportunity or Hype:** From a strategic perspective, what is the single biggest potential opportunity for Velocity Motors with this project? Conversely, what is the single biggest risk?
2. **Target Audience & Experience:** Is the typical luxury car buyer the same as the typical metaverse user? Discuss this potential audience mismatch. How must the virtual brand experience be designed to appeal to a digitally-native audience?
3. **Measuring Success:** How would you measure the ROI of such an investment? Propose two non-financial metrics that would indicate whether the project is successfully building brand equity and engagement, even if it doesn't lead to direct car sales.

Question: The Non-Profit's Digital Advocacy Campaign

Scenario: A non-profit organization, "OceanGuard," is dedicated to combating plastic pollution. They want to launch a digital campaign to pressure a major beverage corporation to commit to using 100% recycled plastic in its bottles. Their resources are limited, but they have a passionate base of social media followers.

Task: Design a digital advocacy campaign to build public pressure.

1. **Campaign Strategy:** Outline a multi-platform digital strategy. How would you use two different social media platforms (e.g., Instagram and Twitter/X) in distinct ways to support the campaign's goal?
2. **Content & Engagement (Module 5):** What is the role of User-Generated Content (UGC) in a campaign like this? Describe a specific UGC initiative you would launch to engage your supporters and amplify your message.
3. **Measuring Impact (Module 3):** Beyond vanity metrics like "likes," what are three meaningful KPIs you would use to measure the success of this advocacy campaign? Justify your choices.