

Plot No. 2, Knowledge Park-III, Greater Noida (U.P.) –201306

POST GRADUATE DIPLOMA IN MANAGEMENT (2024-26)
MID TERM EXAMINATION (TERM -IV)

Subject Name: **Social Media Data Analytics**

Time: **01.00 hrs**

Sub. Code: **PGIT43**

Max Marks: **20**

Note: Read the following case and answer the following questions: 10×2 = 20 Marks

Kindly write the all the course outcomes as per your TLEP in the box given below:

CO-1 Describe the fundamental concepts and applications of social media and Web Analytics across various digital platforms.	L-3, L4
CO-2 Apply web analytics tools such as Google Analytics to monitor website performance and user behavior.	L-3, L4
CO-3 Analyze key web metrics and campaign data to assess the effectiveness of digital marketing strategies.	L-3, L-4
CO-4 Evaluate social media and web campaign outcomes to recommend data-driven improvements and business decisions.	L-5

Case Study 1: EcoWear Fashion: Strategic Use of Social Media and Web Analytics.

CO1

EcoWear, a Los Angeles-based sustainable fashion brand, launched in 2019 with two boutique stores offering eco-friendly apparel. By 2025, it grew to 40 outlets nationwide and an online store, rivaling brands like Patagonia and fast-fashion giants. To fuel expansion, EcoWear employed Social Media Analytics (SMA) and Web Analytics, shifting from grassroots efforts to sophisticated data-driven approaches.

In its small phase, EcoWear utilized free tools such as Instagram Insights and X Analytics to monitor engagement and trends, fulfilling needs like building brand awareness amid the 2021 sustainability boom. Applications involved user polls on TikTok for design feedback. As a larger entity, they integrated Sprout Social and Meltwater for comprehensive tracking across Instagram (visual campaigns, 30% engagement boost via Stories), X (real-time trend spotting with hashtags like #EcoFashion), TikTok (viral challenges on upcycled outfits), and LinkedIn (B2B supplier networking). Uses encompassed influencer marketing and sentiment analysis for product launches, like addressing a 2024 fabric controversy. Challenges included navigating algorithm changes and GDPR compliance for global reach.

The 2022-launched website leveraged Adobe Analytics to analyze keywords (“sustainable clothing”), visit terms (sessions up 40%, bounce rate down to 50%), content metrics (average time on sustainability blogs), and conversions (4.1% rate, 15% cart abandonment). Off-site tools like Ahrefs enhanced backlinks from eco-blogs, while on-site data refined navigation. Evolving from

basic platforms to AI-enhanced versions, advantages were personalized recommendations (20% sales increase); limitations included data privacy hurdles and analytical complexity.

By 2025, EcoWear saw 40% social growth, 28% traffic surge, and 22% higher conversions. Expansion introduced integration issues, but analytics fortified their eco-conscious positioning.

Case-Based Questions:

1. Assess EcoWear's SMA on TikTok and Instagram for driving trends. Propose two strategic enhancements per platform to boost user-generated content.
2. Review EcoWear's SMA for influencer selection. Recommend a metrics-based strategy to engage nano-influencers across channels.

Case Study 2: FitFuel's Influencer Marketing Challenge Pro

CO2

FitFuel, a newly established fitness supplement brand, is launching a plant-based protein powder aimed at health-conscious consumers aged 18-30 who prioritize sustainability. With a constrained marketing budget of \$10,000, the company seeks to enhance brand recognition and boost online sales through its website using influencer marketing. The leadership team is exploring whether to engage a single influencer or multiple influencers to achieve the best results within this financial limit. Influencers are classified by follower count into categories: Nano (1K–10K followers) with high engagement and low cost, ideal for niche audiences; Micro (10K–100K followers) offering moderate reach, strong trust, and cost-effectiveness; Macro (100K–1M followers) providing wider reach at a higher cost with reduced personal engagement; and Mega/Celebrity (1M+ followers) delivering massive reach but at a very high cost with less targeted impact. Relevant niches include sports/fitness (e.g., yoga, running, weight lifting, healthy lifestyle), gaming, bloggers/vloggers, travel, beauty, fashion, and parenting, with FitFuel's audience particularly valuing sustainability alongside fitness. The available influencers are:

1. **Sophie Green (Nano Influencer, Sports/Fitness):** 8,000 Instagram followers, 10% engagement rate, \$500 per post, focusing on workout routines and eco-friendly recipes, limited to Instagram posts with no long-form content like YouTube videos, aligning strongly with FitFuel's sustainability and fitness goals but with restricted reach.
2. **Jake FitVibe (Micro Influencer, Sports/Fitness):** 50,000 followers on Instagram and TikTok, 7% engagement rate, \$2,000 for one post and one TikTok video, creating energetic workout videos and plant-based reviews, requiring creative control that may limit FitFuel's messaging, with excellent alignment to the target audience.
3. **Lila Wanderlust (Macro Influencer, Travel/Fitness):** 250,000 followers on Instagram and YouTube, 4% engagement rate, \$6,000 for a YouTube video and Instagram story, blending travel vlogs with fitness content, preferring travel-related product integration that may dilute fitness focus, offering broad but less targeted reach with good sustainability alignment.

4. **Max Power (Mega Influencer, Fitness/Celebrity):** 1.5M followers on Instagram, YouTube, and Twitter, 2% engagement rate, \$12,000 for a single YouTube video, producing high-production fitness tutorials, requiring exclusivity that exceeds the budget, aligning with fitness but potentially overlooking sustainability with lower authentic engagement.

The Management has appointed you as social media manager. As a manager you have to answer the below questions.

Questions

1. How would you decide which influencer best fits FitFuel's campaign goals given the budget and target audience?
2. What factors should guide your choice between a single influencer or multiple influencers for FitFuel?

Kindly fill the total marks allocated to each CO's in the table below:

COs	Marks Allocated
CO1	10 Marks
CO2	10 Marks

Blooms Taxonomy Levels given below for your ready reference:

L1= Remembering

L2= Understanding

L3= Apply

L4= Analyze

L5= Evaluate

L6= Create