



## Case Study 1: The Daily Loaf Bakery (Digital vs. Traditional Marketing)

**Scenario:** A local bakery, "The Daily Loaf," has historically relied on **traditional marketing** methods like newspaper ads, local radio spots, and flyers to attract customers within a 5-mile radius. Sales are flat. They are now considering shifting their budget to **digital marketing**, focusing on local search and social media. Their goal is to increase brand awareness, drive traffic to their website for custom orders, and use analytics for better Return on Investment (ROI) measurement.

### Questions:

1. Identify two key differences in **measurement** and **targeting** between the bakery's traditional approach and the proposed digital approach, as defined by marketing fundamentals.
  2. Suggest one way the bakery could integrate their new digital efforts with their existing traditional media (e.g., in-store or flyer promotion) for a stronger, consistent brand impact.
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## Case Study 2: Streamline SaaS (SEO Strategy)

**Scenario:** A B2B software company, "Streamline SaaS," offers a project management tool. Their website ranks poorly for high-volume, generic keywords



like "project management software," despite having a strong blog with **original, valuable content**. They need to refine their SEO strategy to drive more qualified organic traffic.

### Questions:

1. The company decides to shift focus and target the **long-tail keyword** phrase, "best project management software for remote teams of five." Explain the key benefit of targeting this specific type of keyword compared to a generic, short keyword.
  2. Identify one crucial **On-Page SEO technique** (optimizing elements on the page) and one essential **Off-Page SEO technique** (external factors) that Streamline SaaS should immediately implement to improve its organic search ranking and site authority.
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## Case Study 3: EcoWear (Social Media Strategy)

**Scenario:** A new brand, "EcoWear," sells sustainable and ethical clothing. They are defining their **social media strategy** and have a limited budget. They want to focus their content on visually appealing product shots, short videos showcasing their ethical sourcing, and driving engagement with a younger, environmentally conscious demographic.



### Questions:

1. Based on common social media channel characteristics, which two platforms (other than Facebook) would be best suited for EcoWear's visual-centric content and target demographic? Briefly justify the choice based on the platform's primary content format.
  2. To maximize the effectiveness of their strategy, they need clear objectives. List two distinct goals (e.g., brand awareness, sales) that EcoWear should set for its social media presence.
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## Case Study 4: BudgetGadgets (PPC Advertising)

**Scenario:** "BudgetGadgets," an e-commerce retailer, is running a **Pay-Per-Click (PPC)** campaign on Google Ads. They are bidding aggressively on keywords related to "cheap electronics," but their ads are consistently showing up lower than competitors, and their Cost-Per-Click (CPC) is very high. An audit suggests their performance is hampered by a low **Quality Score**.

### Questions:

1. What is the key component of the Google Ads system that measures the relevance of an ad, keyword, and landing page, directly influencing ad placement and cost?
  2. The campaign's success is tied to **Landing Page Optimization (LPO)**. What is the single most important characteristic their landing page must have to satisfy the user's search intent and improve their Quality Score?
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## Case Study 5: Bookworm Subscriptions (Email Marketing and Segmentation)

**Scenario:** "Bookworm Subscriptions," an online service, sends weekly email newsletters to all 10,000 subscribers. They've noticed a low click-through rate (CTR) and feel their content is generic. They decide to adopt an **Email Marketing** strategy that includes audience **segmentation** and **automation**.

### Questions:

1. Email lists can be divided into groups based on various criteria. Suggest two distinct **behavioral criteria** (based on a user's action or interaction) Bookworm Subscriptions could use to segment their list.
2. What technological feature allows for the sending of triggered emails (like a welcome series or abandoned cart reminders) without human intervention, making email marketing highly scalable and cost-effective?