

Assignment

Report format

Your report should include:

- Contents page
- Introduction
- Main body
- Conclusion
- Bibliography/References
- Appendices

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Assignment

Example of main body layout

- Well structured layout
- Divided by headings and subsections
- In-text citation using the Harvard Referencing system

9.0 Content Marketing Legal Considerations

According to (Toerek, 2015), Content marketing is a diverse medium with as many legal considerations as there are strategies. If a marketer fails to consider the legal implications it can result in severe financial penalties.

Toerek (2015), identified the top compliances that marketers need to consider.

9.1 Intellectual Properties

Organisations need to consider if any content they produce is subject to creative copyrights, while this is not such an issue for original content anything that has been created outside the organisation needs approval from its source. (Toerek 2015) says, even though a piece of content is freely available and easy to find online it is not free for re-use, as such always identify and seek the creator/owner's permission to publish, following any guidelines for use stipulated.

It is better for a firm to create original content to avoid any intellectual property issues as they will have more control and won't need to pay any costs for use of someone else's content.

9.2 Testimonial/Endorsement Requirements

Testimonials and Endorsements are powerful persuasive factors for potential buyers to become buyers. Any testimonial given by a current customer cannot have been solicited. Guidelines set by the (Federal Trade Commission (FTC) 2015), state that any testimonials given by previous customers must be a true account of their opinion and experience with an organisation.

So, a firm may compensate someone for a positive review which is used in an advertisement so long as they gave the review prior to knowing they would receive anything.

If an organisation decides to use a celebrity endorsement they must "make only

Assignment

Report format

Example of appendices

- You can use your appendices to highlight graphs and tables as well as the screenshots of the tools that you have used to answer your assignment questions.
- Remember to number your appendices and credit the source.

Appendix 2



Source: What's Multivariate Testing, YouTube video (<https://www.youtube.com/watch?v=iHgpN3luuws>)

Appendix 3



Source: PlasmaMusicTV, landing page. (<http://plasmamusic.tv/>)



Word Count

Question	Topic	Recommended word count
	Introduction	100
1	Traditional and Digital Marketing	250
2	Website Optimisation	400
3	Search Engine Optimisation (SEO) , Social Media Marketing (SMM) & Content Marketing	1000
4	Online Display (and Video) Advertising & Pay-per-click advertising (PPC)	800
5	Email Marketing	400
6	Analytics	400
	Conclusion	150

Question 1 – Traditional and Digital Marketing (Introduction)

Assignment

Q1 – Traditional vs Digital Marketing

Discuss the **differences** between **Traditional** and **Digital** Marketing.

Explain why it would be important for the company to invest in digital marketing. LO 1

Assignment

Recommended reading and resources

Overview of Digital Marketing

Text Books

- Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Chapter 1** - *Digital Marketing Fundamentals*
- Ryan, D. (2017) Understanding Digital Marketing: Marketing strategies for engaging the digital generation, 4th Edition, London: Kogan Page Publishing. - **Chapter 1** - *Going digital - the evolution of marketing*

For the most up to date information on Introduction to Digital Marketing please see the following online resources:

- Mashable <http://www.mashable.com>
- Forbes <http://www.forbes.com>
- eMarketer <http://www.emarketer.com>
- Occam's Razor blog (by Avinash Kaushik) <http://www.kaushik.net/>
- TechCrunch <http://www.techcrunch.com>
- Hubspot Marketing Blog <http://blog.hubspot.com/marketing>

Question 2 – Website Optimisation

Assignment

Q2 – Website Optimisation

Demonstrate and **discuss** how the company could have utilised **website optimisation techniques** to improve the performance of their website. LO 3

Assignment

Recommended reading and resources

Text book

Ryan, D. (2017) Understanding Digital Marketing: Marketing strategies for engaging the digital generation, 4th Edition, London: Kogan Page Publishing. – **Pg 37 - 62**

The following online resources provide further information on Website Optimization:

www.hubspot.com/resources/website-design

www.smashingmagazine.com/category/web-design

www.optimizely.com/resources/

www.blog.kissmetrics.com/

www.moz.com/blog/category/user-experience

uxmovement.com/

fivesecondtest.com

Question 3 – Search Engine Optimisation (SEO), Social Media Marketing (SMM) and Content Marketing

Assignment

Q3 – Search Engine Optimisation (SEO), Social Media Marketing and Content Marketing

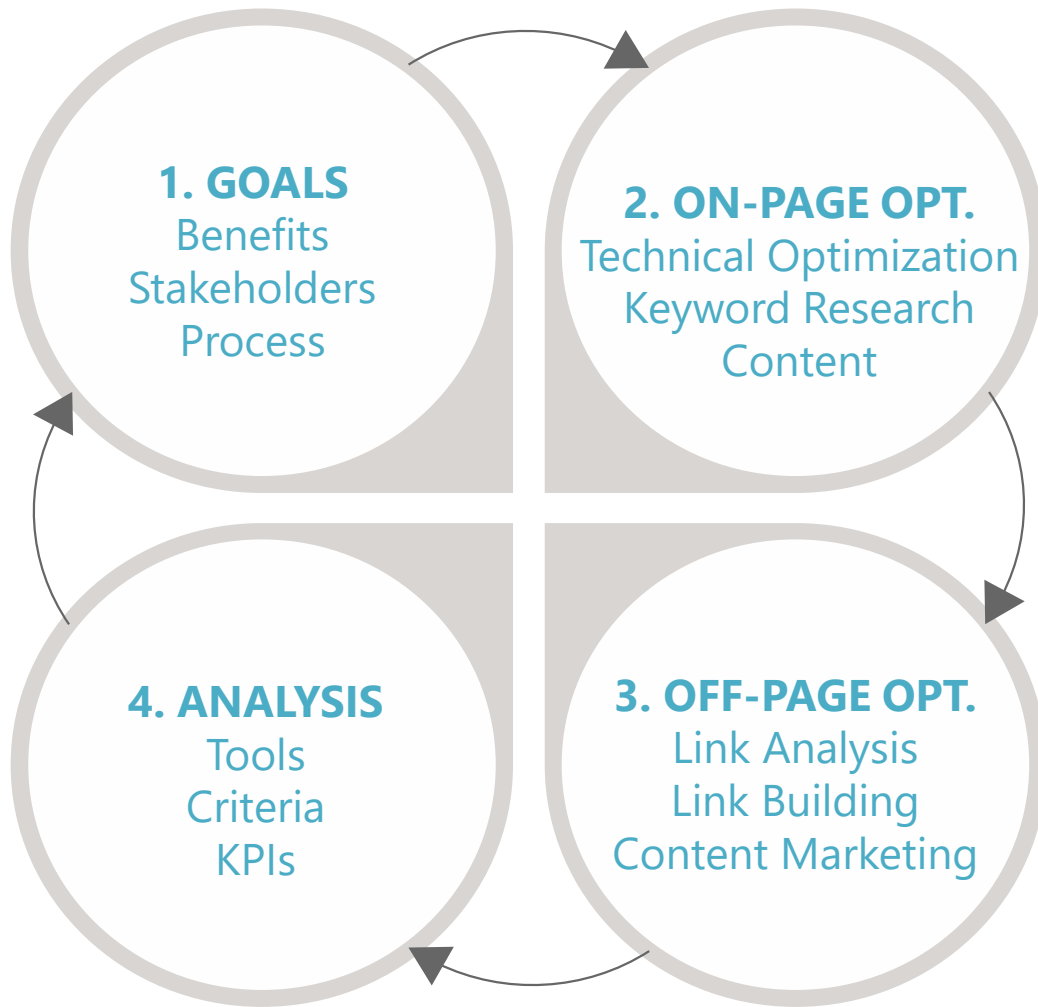
Critically discuss how the company could have used Search Engine Optimisation (SEO), Social Media (SMM) and Content Marketing to **attract, retain and engage** with customers. LO3

Your answer should cover:

- The steps you would undertake to design an effective SEO and SMM Content Marketing campaign.
- Identification of how the company could target its key audience through these channels.
- An overview of the relevant laws and guidelines.

Q3. Search Engine Optimisation (SEO)

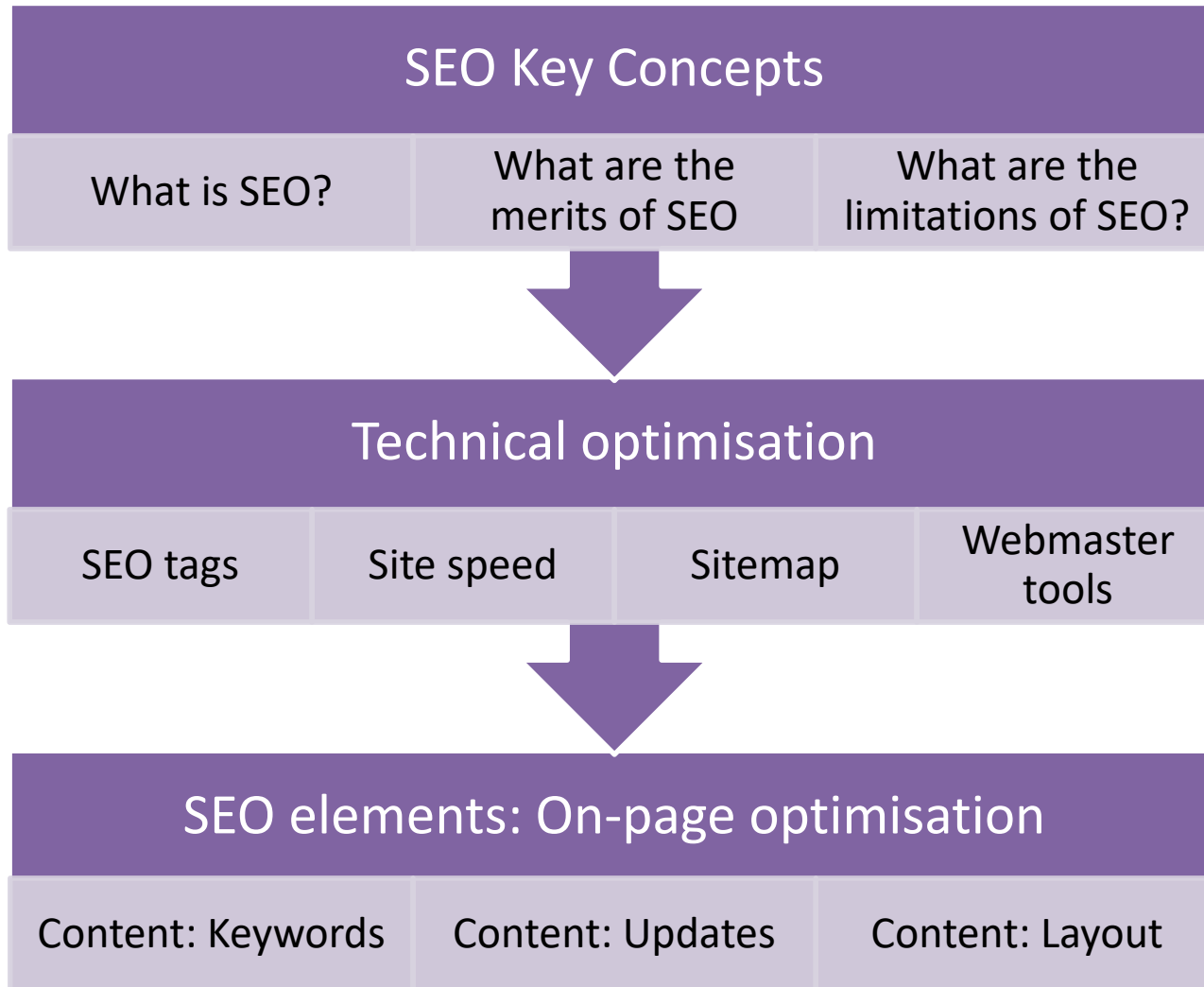
Search Engine Optimization Process



Effective SEO is an Iterative process involving Goals, On-Page Optimization (plus Technical Optimization), Off-Page Optimization and Analysis.

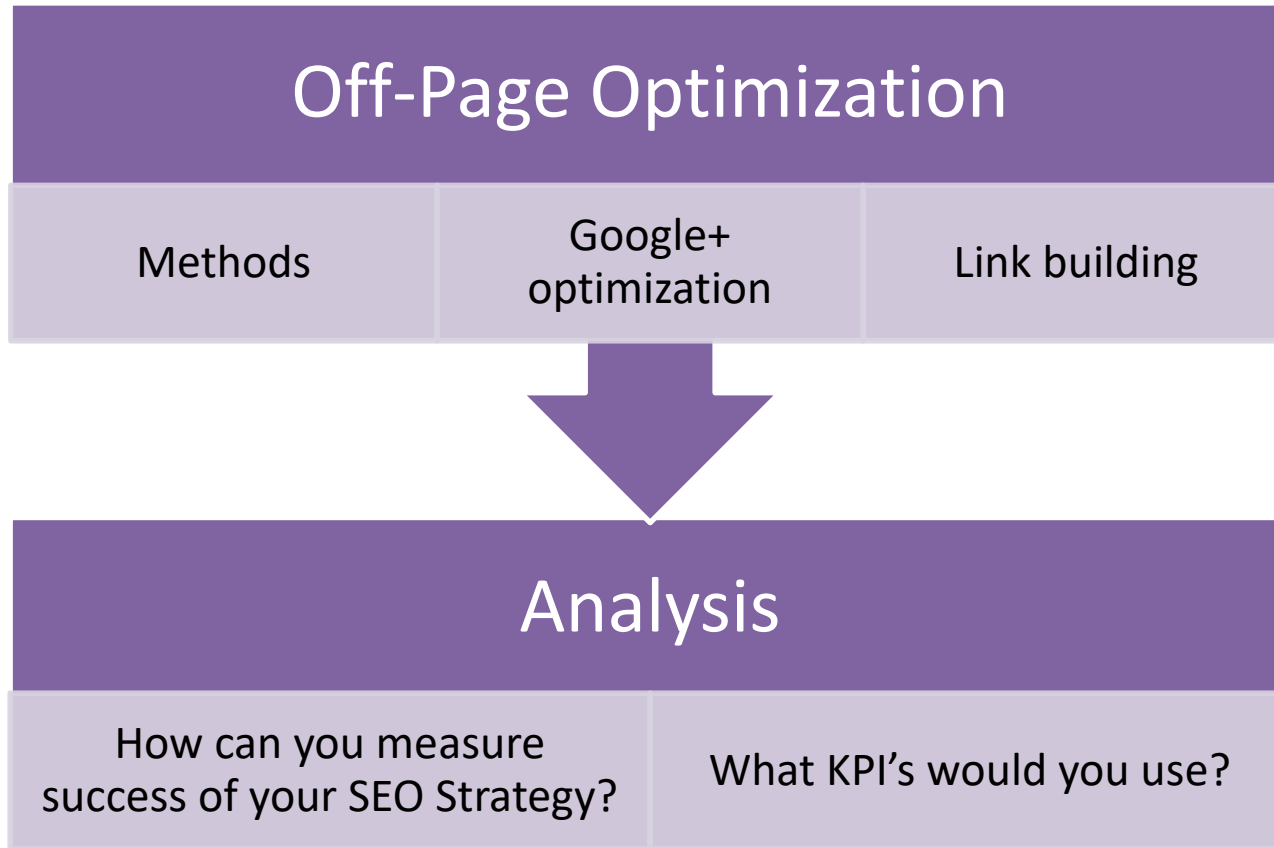
Assignment

Q3 – Topics to discuss



Assignment

Q3 – Topics to discuss



Assignment

Recommended reading and resources

Q3 – Search Engine Optimisation (SEO)

Text books

Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Pages** 406 - 408

Tuten, T L and Soloman R M (2017) Social Media Marketing, London: Sage Publishing - **Pages** 214 - 248

For the most up to date information on **Content Marketing** please see the following online resources:

digitalmarketinginstitute.com/blog/category/content-marketing

<http://contentmarketinginstitute.com>

moz.com/blog/category/content

moz.com/learn/seo/content-marketing

www.hubspot.com/resources/content-creation

<https://contently.com/resources/>

<https://searchenginewatch.com/category/content/>

<https://www.visualnews.com/>

<https://builtvisible.com/successfully-promoting-content-to-publishers/>

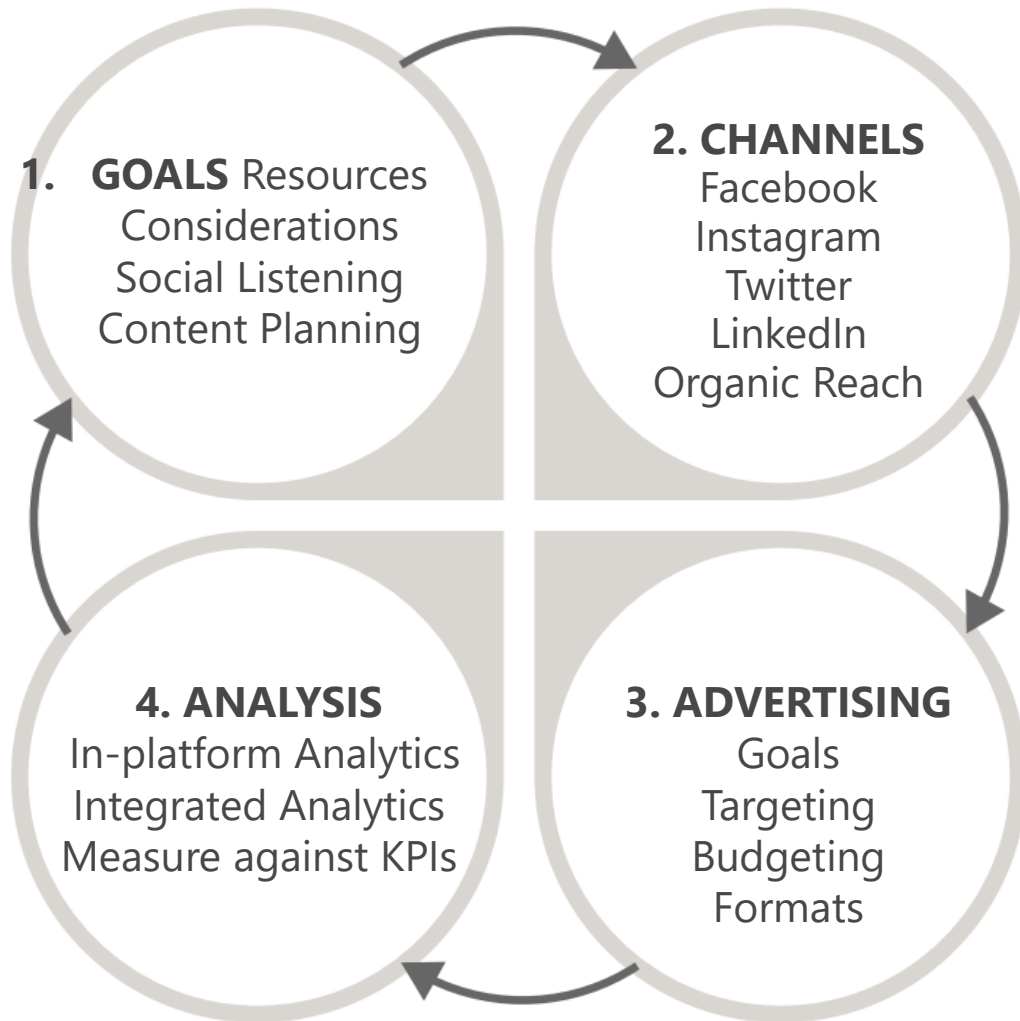
<https://feedly.com/>

<https://www.portent.com/tools/title-maker>

<https://www.grammarly.com>

Q3 – Social Media Marketing

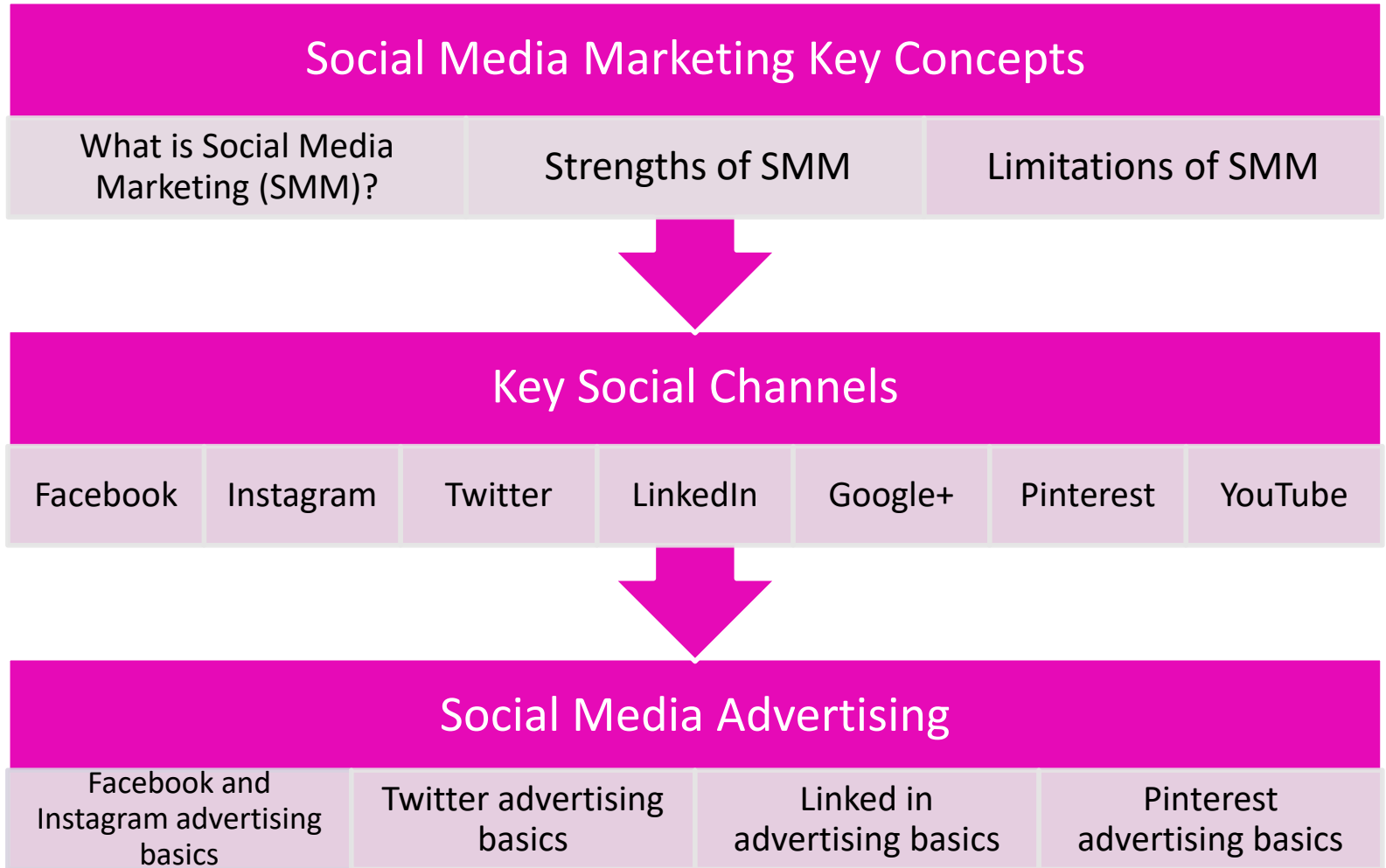
Social Media Marketing Process



Social Media Marketing is an ongoing dynamic process consisting of; Goals, Channels, Implementation and Analysis

Assignment

Q3 – Topics to discuss



Assignment

Q3 – Topics to discuss

Analytics

How can you measure the performance of the Social Media channels discussed?

Assignment

Recommended reading and resources

Q3 - Social Media Marketing

Text books

- Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Pg 535 – 540**
- Ryan, D. (2017) Understanding Digital Marketing: Marketing strategies for engaging the digital generation, 4th Edition, London: Kogan Page Publishing. - **Pg 151-174**

For the most up to date information on Social Media Marketing please see the following online resources:

- Social Media Examiner <http://www.socialmediaexaminer.com/>
- Buffer Social <https://blog.bufferapp.com/>
- Socially Sorted <http://sociallysorted.com.au/blog/>
- Razor Social <http://www.razorsocial.com/blog/>
- Simply Measured <http://simplymeasured.com/blog/>
- Audiense Social Strategy Blog <https://www.audiense.com/social-strategy-blog>

Q3 – Content Marketing

Assignment

Recommended reading and resources

Q3 – Content Marketing

Text books

- Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Pages** 406 - 408
- Tuten, T L and Soloman R M (2017) Social Media Marketing, London: Sage Publishing - **Pages** 214 - 248

For the most up to date information on **Content Marketing** please see the following online resources:

digitalmarketinginstitute.com/blog/category/content-marketing

<http://contentmarketinginstitute.com>

moz.com/blog/category/content

moz.com/learn/seo/content-marketing

www.hubspot.com/resources/content-creation

<https://contently.com/resources/>

<https://searchenginewatch.com/category/content/>

<https://www.visualnews.com/>

<https://builtvisible.com/successfully-promoting-content-to-publishers/>

<https://feedly.com/>

<https://www.portent.com/tools/title-maker>

<https://www.grammarly.com>

Question 4 – Pay – Per - Click (PPC) Advertising and Online Display (& Video)

Assignment

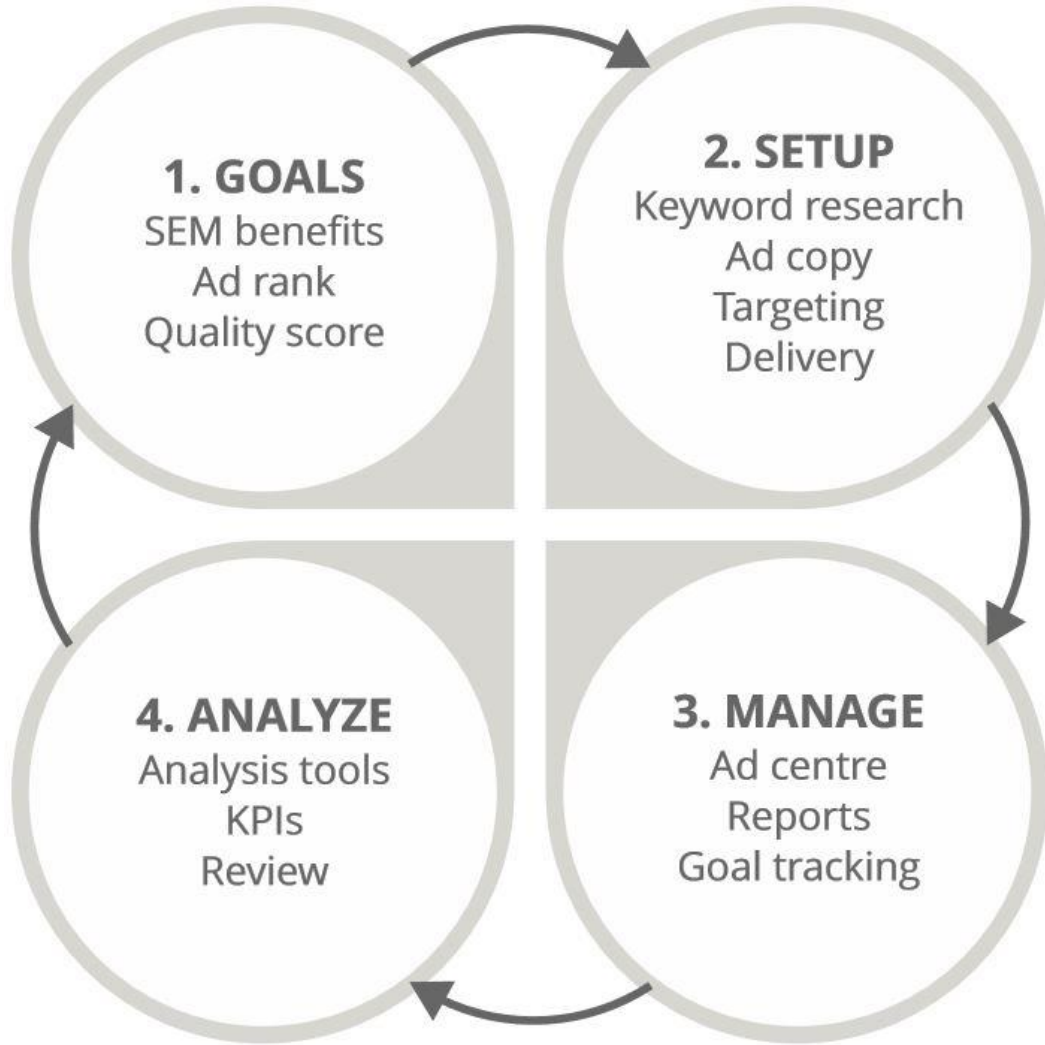
Q4 – Pay – Per – Click (PPC) and Online display advertising

Discuss how Pay-Per-Click advertising (PPC) and Online Display (& Video) advertising could be used to **increase brand awareness** and **website visibility** amongst its competitors. LO 2, LO 3

Your answer should cover:

- The steps that should be taken to design an effective PPC and Online Display (& video) advertising campaign.
- Identification of how Boo.com could target its key audience through these channels.
- Explanation of any budgetary implications or dependencies.
- An overview of the relevant laws and guidelines

Q4. Pay – Per – Click Advertising (PPC)

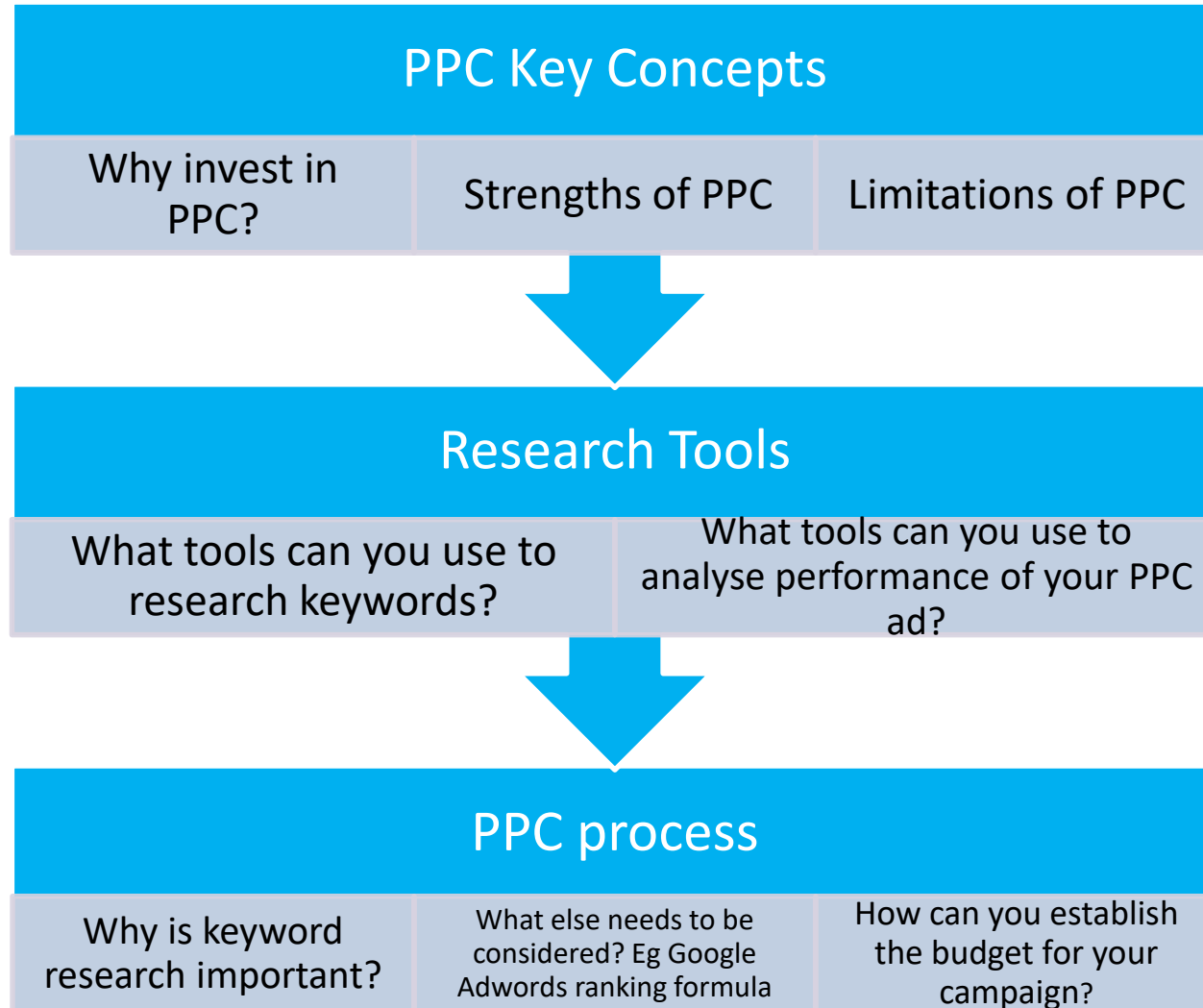


Search Engine Marketing (PPC) Process

PPC is an ongoing dynamic process with goals, setup, management, review & iteration

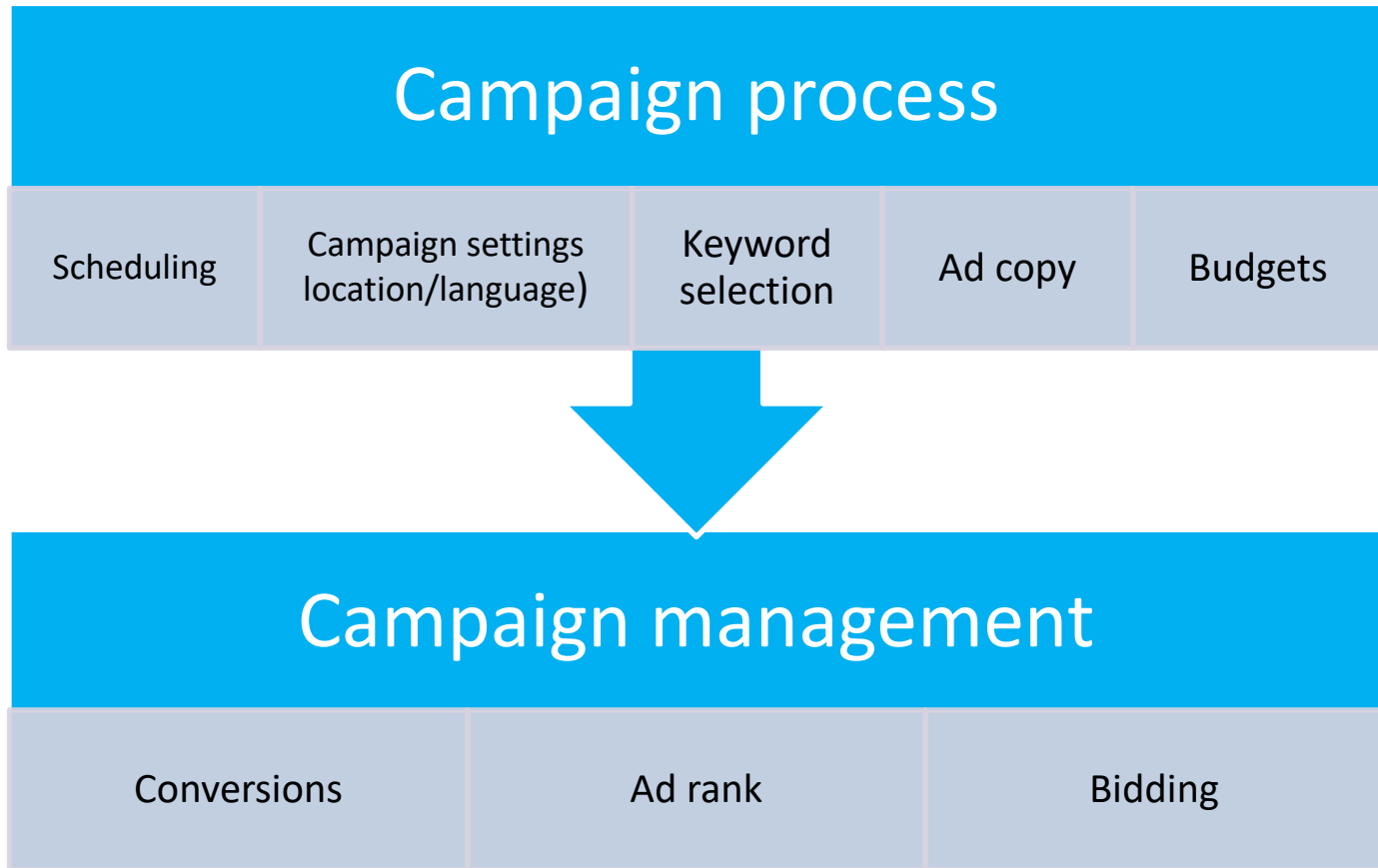
Assignment

Q4 – Topics to discuss



Assignment

Q4 – Topics to discuss



Assignment

Recommended reading and resources

Q4 – Pay-Per-Click (PPC)

Text books

Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Pg 495 - 501**

Ryan, D. (2017) *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*, 4th Edition, London: Kogan Page Publishing. - **Pg 91 -103**

For the most up to date information on **Search Marketing (PPC)** please see the following online resources:

Google AdWords Tutorials <http://www.google.com/adwords/professionals/>

Google AdWords Blog <http://adwords.blogspot.com/>

PPC Hero <http://www.ppchero.com/>

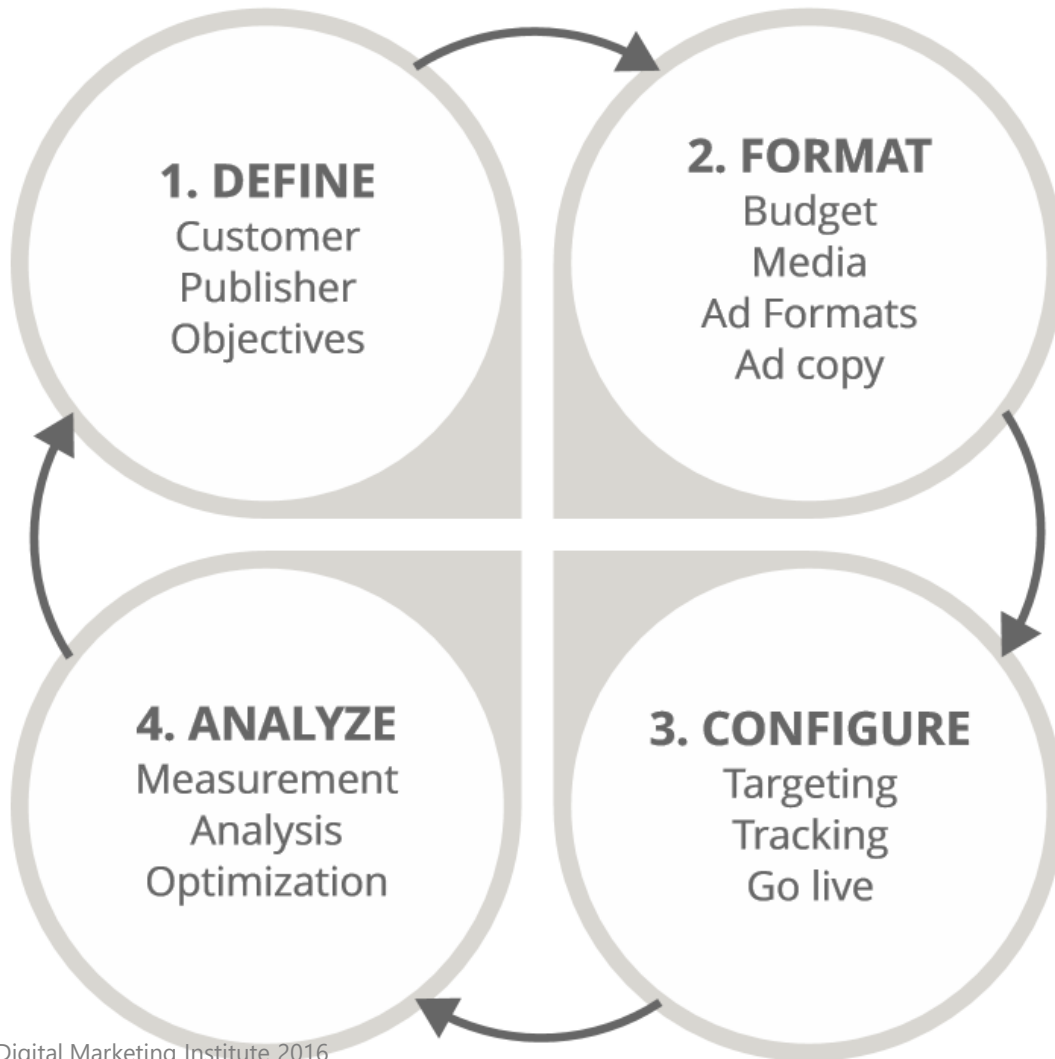
Certified Knowledge <http://certifiedknowledge.org/blog/>

Clix Marketing <http://www.clixmarketing.com/blog/>

Wordstream <http://www.wordstream.com/blog>

Acquisio Blog <http://acquisio.com/blog/>

Q4 - Online Display (& Video) Advertising

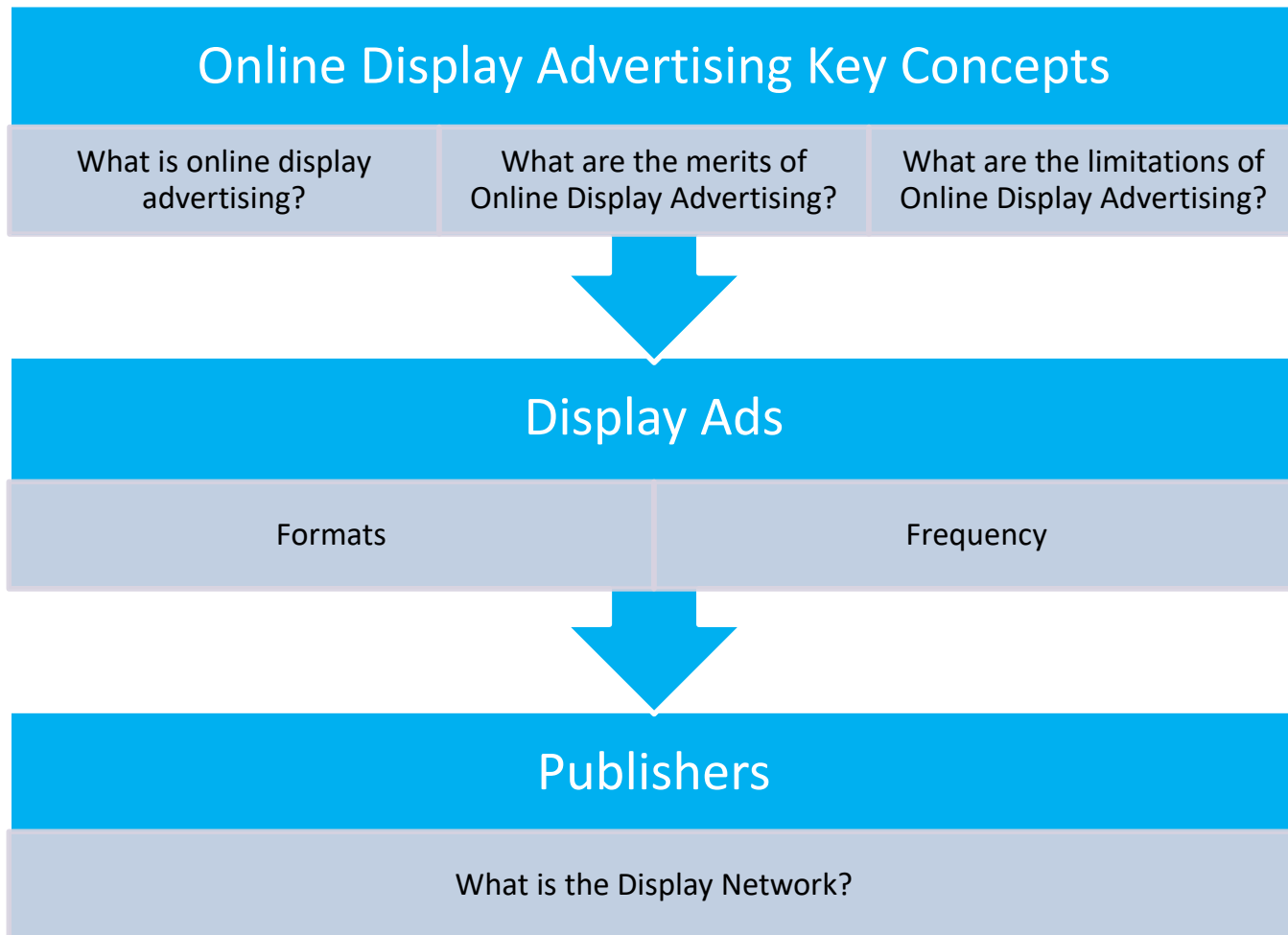


Digital Display Process

Effective Digital Display is an Iterative process involving Define, Format, Configure and Analyze

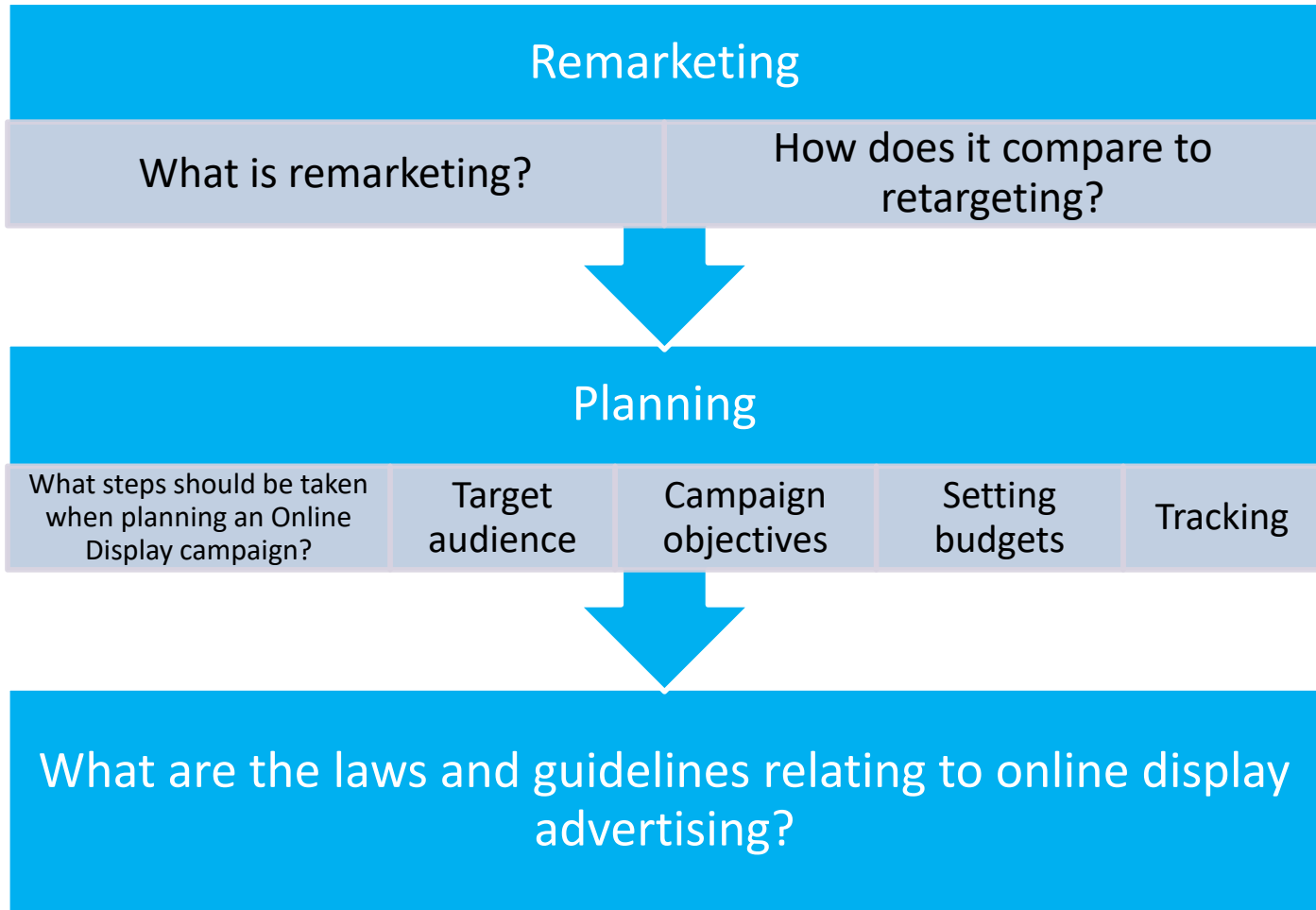
Assignment

Q4 – Topics to discuss



Assignment

Q4 – Topics to discuss



Assignment

Recommended reading and resources

Q4 - Online Display Advertising

Text books

- Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson - **Pg 515 - 522**

For the most up to date information on Digital Display Advertising please see the following online resources:

- IAB Rising Stars <http://www.iab.net/risingstars>
- Double Click Gallery <http://www.richmediagallery.com>
- Acquisio Blog Display Section <http://acquisio.com/blog/category/display-advertising>
- BannerFlow Hubn <http://hub.bannerflow.com/h>
- Bannersnack Blog <http://www.bannersnack.com/blog/?re=menu>

Question 5 – Email Marketing

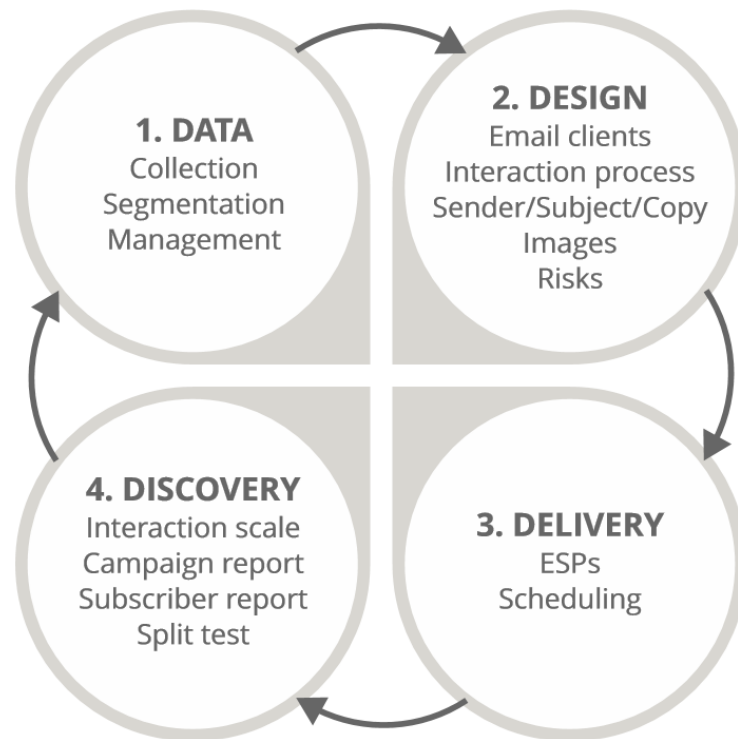
Assignment

Q5 – Email Marketing

Outline how the company could incorporate Email Marketing into its digital marketing strategy to attract and retain customers. LO3 & LO4

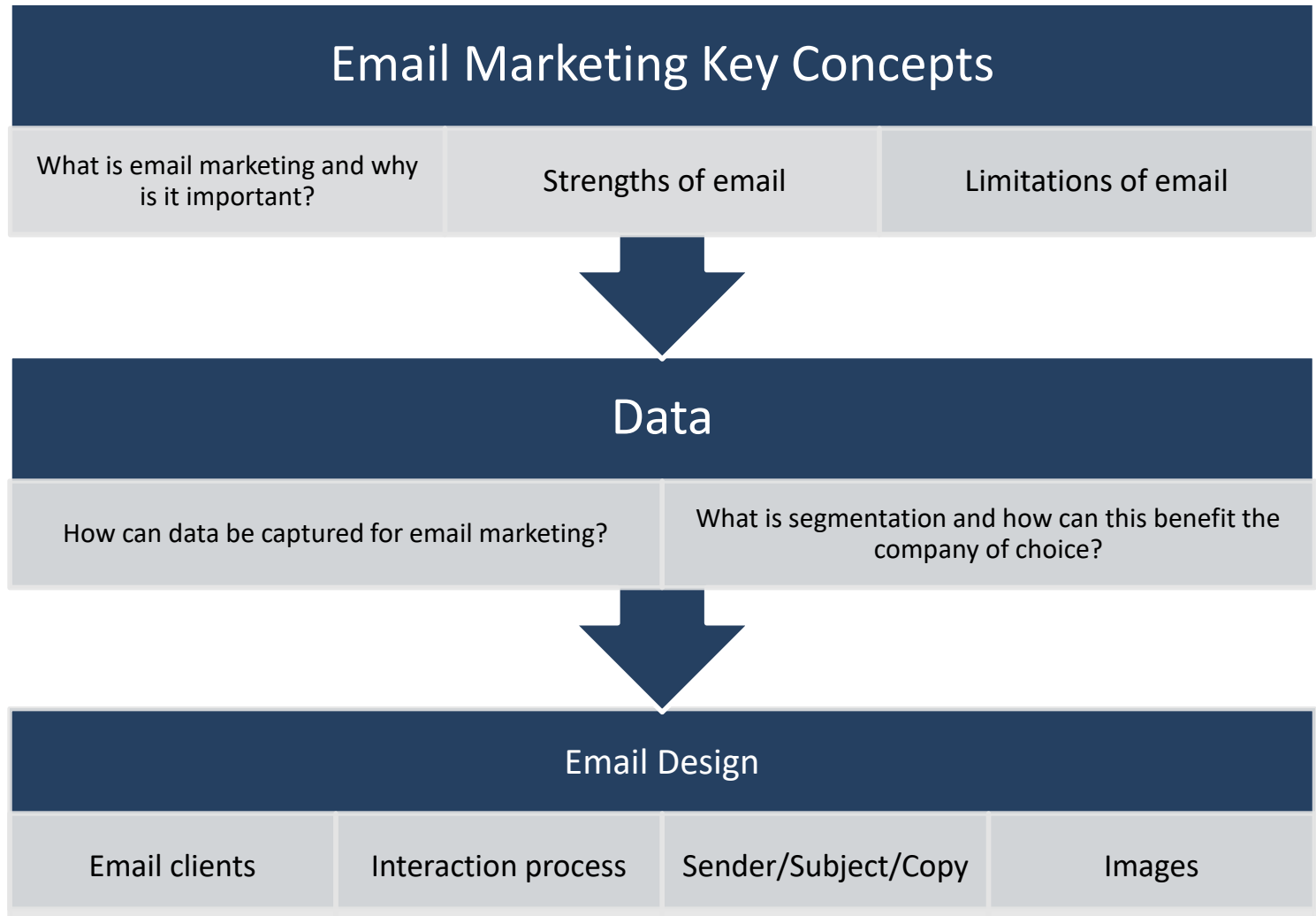
Email Marketing Process

Effective Email Marketing is an iterative process involving Data, Design, Delivery and Discovery



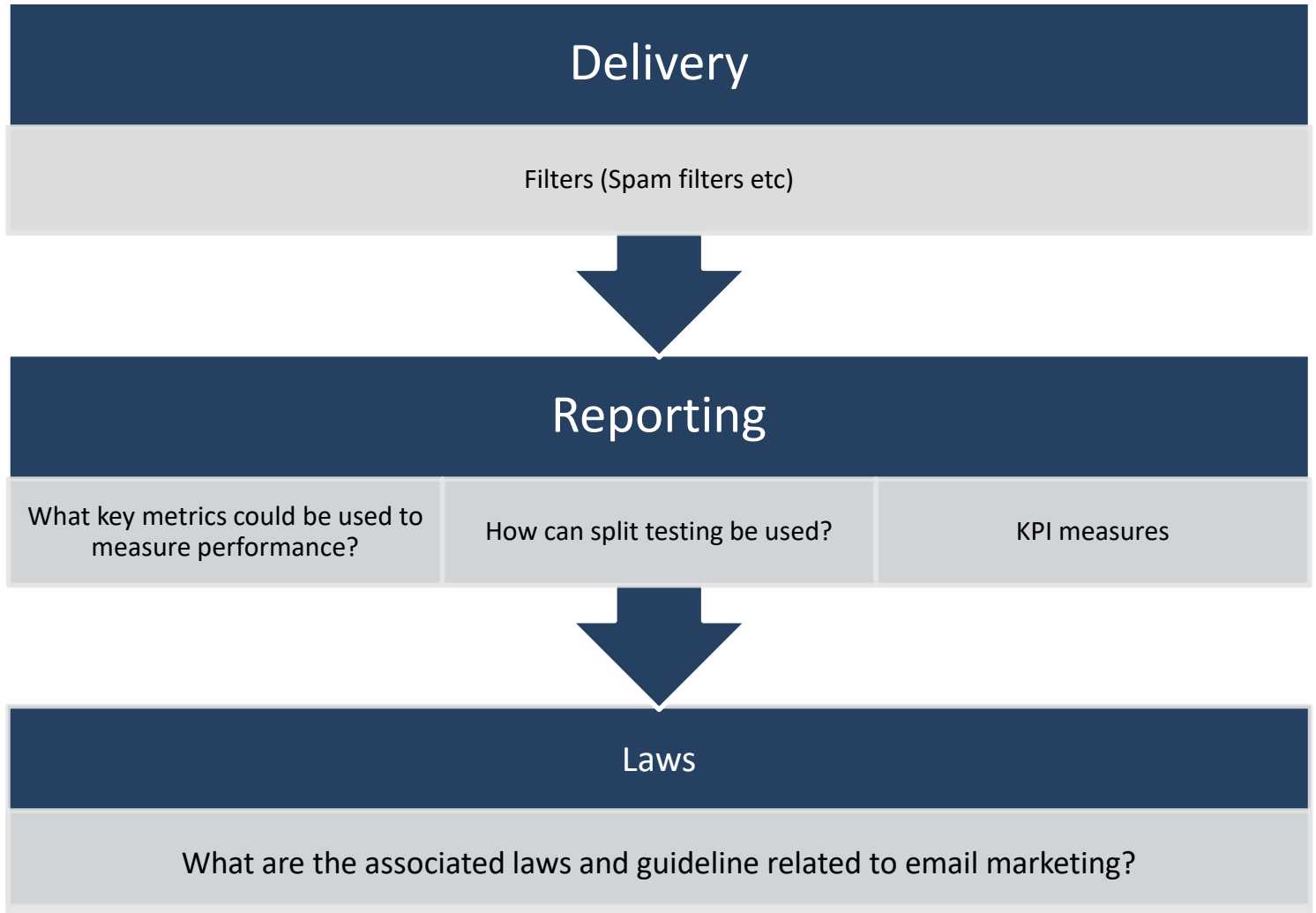
Assignment

Q5 – Topics to discuss



Assignment

Q5 – Topics to discuss



Assignment

Recommended reading and resources

Q5 – Email Marketing

Text books

- Chaffey, D and Smith, P.R (2012) *Digital Marketing, Strategy, Implementation and Practice*, Fifth edition, Harlow: Pearson - **Pg 522 – 528**
- Ryan, D. (2014) *Understanding Digital Marketing: Marketing strategies for engaging the digital generation*, 4th Edition, London: Kogan Page Publishing. - **Pg 153 - 177**

For the most up to date information on **Email Marketing** please see the following online resources:

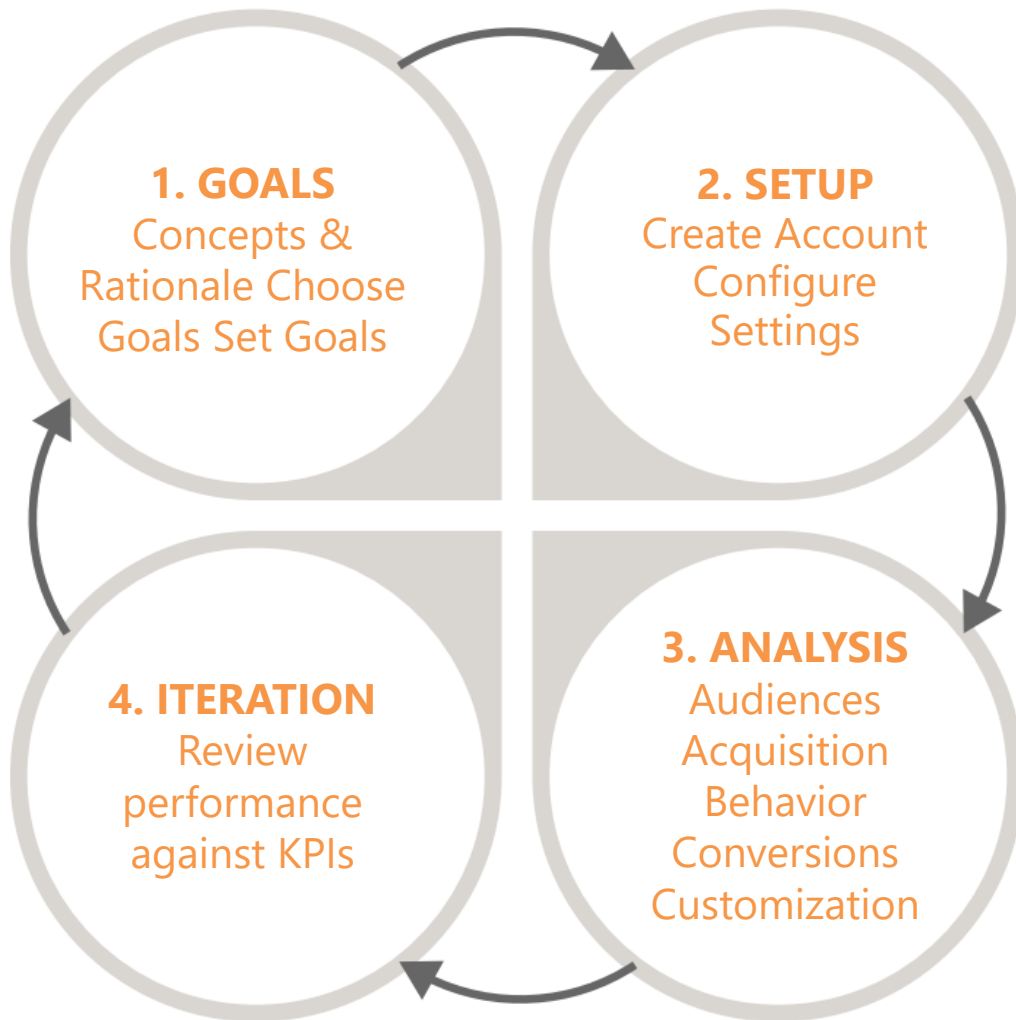
- Email Marketing Reports <http://www.email-marketing-reports.com/>
- The Email Guide <http://www.theemailguide.com/>
- Return Path <http://www.returnpath.net/blog/intheknow/>
- eMarketer <http://www.emarketer.com/>
- Copy Blogger <http://www.copyblogger.com/email-marketing/>

Question 6 – Analytics

Assignment

Q6 – Analytics

Discuss the ways the company could use **analytics** in relation to the tools described in the other tasks. LO5

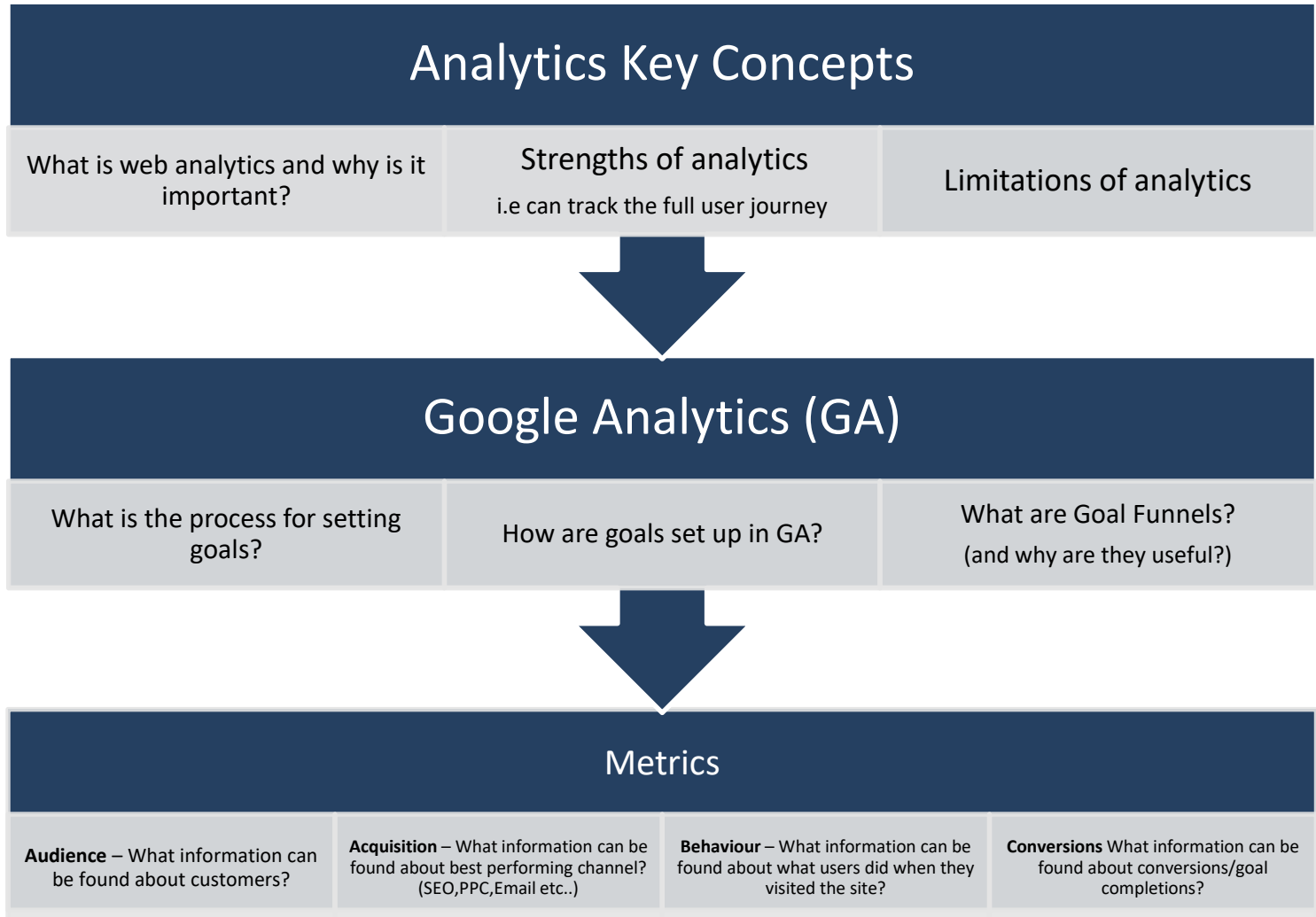


Analytics Process

Web Analytics is an ongoing dynamic process consisting of; Goals, Setup, Monitor & Analyse and Iteration

Assignment

Q6 – Topics to discuss



Assignment

Q6 – Topics to discuss

Tools

What tools can be used to measure campaign performance?

Benefits/Limitations of the tools (i.e some can be very expensive)

Are there any important features capabilities, methodologies that make reporting easier - within GA for example?

Assignment

Recommended reading and resources

Q6 - Analytics

Text books

- Chaffey, D and Smith, P.R (2012) Digital Marketing, Strategy, Implementation and Practice, Fifth edition, Harlow: Pearson Chapter 10 – *Evaluation and Implementation of digital channel performance*

For the most up to date information on Mobile Marketing please see the following online resources:

- Google Analytics Support <https://support.google.com/analytics/answer/1008015?hl=en>
- Google Analytics Channel <http://www.youtube.com/user/googleanalytics>
- Occam's Razor (Avinash Kaushik) <http://www.kaushik.net/avinash/>
- Analytics Talk <http://cutroni.com/blog/>
- The Daily Egg – Analytics Section <http://blog.crazyegg.com/category/analytics/>
- Online Behavior <http://online-behavior.com/>
- Web Analytics World <http://www.webanalyticsworld.net/>
- General Assembly <https://generalassemb.ly/blog/>



Good luck with writing your assignment!

3500 words