Recommendations for a Digital Marketing Strategy for a Start-up or current Small Business Academic Level : Bachelor Paper details You are a digital marketing consultant and your assignment is to create a report for a start-up or current small business that you have experience with that you will provide digital marketing recommendations that you have gained in this course. Include the following: What digital marketing strategy decisions would you make and why? Analyze their current marketing or digital marketing performance. Reflect on where and how they might increase their effectiveness using your recommendations. Provide your specific recommendations with financial implications such as: cost, return on investment, break-even analysis, etc. Provide your rationale for your conclusions with specific examples from the simulation and course work. Your work should be reflective in nature and should highlight the learning that has taken place because of completing the simulation and course work. Make recommendations to the business owner(s) to take the company forward into the future. Outline: Executive Summary – Briefly summarize the key points of this paper Analyze the competitive environment including a current SWOT analysis of the company concerning the implementation of your digital marketing recommendation What are your key digital marketing recommendations (a minimum of one digital marketing strategy)? What strategy(s) do you suggest going forward, and why? What do you expect from the recommendations, e.g. increased SEO, click rates, website traffic, etc. Analyze current marketing and/or digital marketing strategies. Discuss its current state. Based on your experience of the simulation and course outcomes, what changes would you make? What are the financial implications of your recommendations, e.g. investment, cost, cash flow implications, etc. Where should the management team go from here? What final recommendations would you offer as part of your conclusion? Requirements: Your paper should be at least seven to ten pages in length, not including title and reference pages. Include at least five scholarly sources with at least two peer-reviewed sources. The CSU-Global Library is a good place to find sources. Be sure your paper adheres to the CSU-Global Guide to Writing & APA (Links to an external site.) Links to an external site.