



<b>FACULTY/COLLEGE</b>	College of Business and Economics
<b>SCHOOL</b>	School of Consumer Intelligence and Information Systems
<b>DEPARTMENT</b>	Marketing Management
<b>CAMPUS(ES)</b>	APK
<b>MODULE NAME</b>	Strategic Digital Marketing
<b>MODULE CODE</b>	MMA8X11
<b>SEMESTER</b>	First
<b>ASSESSMENT OPPORTUNITY, MONTH AND YEAR</b>	Summative Assessment Opportunity May 2019

<b>ASSESSMENT DATE</b>	30 May 2019	<b>SESSION</b>	12:30 – 15:30
<b>ASSESSOR(S)</b>	Dr B.E. Stiehler-Mulder		
<b>MODERATOR(S)</b>	Dr D.K. Maduku (internal) Ms M. Bogaards (external – IIE MSA)		
<b>DURATION</b>	3 hours (180 mins) - Assignment	<b>TOTAL MARKS</b>	160

<b>NUMBER OF PAGES OF QUESTION PAPER (Including cover page)</b>	5
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#### INFORMATION/INSTRUCTIONS:

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- This is an assignment-based exam submission.
- Read the instructions and questions carefully on this assignment
- Use the assigned template to complete the assignment
- Review the marking rubric to ensure all areas indicated are sufficiently addressed based on the number of marks to be awarded

# STRATEGIC DIGITAL MARKETING EXAM ASSIGNMENT



**Task:** In groups of 4 - 5 members, you are tasked to start your own business. It can be any business.

Develop a WordPress website for this business and include a strategic digital marketing plan outlining how you aim to promote this business using a digital approach. Use the template provided by your lecturer to complete the sections required. Carefully read the instructions and look at the relevant mark allocation for each section to ensure you have enough material to match the mark assigned. Carefully review the marking rubric as well. Points 1 – 5 below is based on a traditional marketing strategy – you need to understand the broader spectrum and opportunities for your business before you can dive into the digital aspect.

## Document content:

1. Executive summary
2. Brief situation analysis
  - External factors influencing the business (external environment)
  - Market factors (relevant to your business's particular market)
  - Internal factors (internal to your company)
  - Competitors, general market and consumer analysis
3. SWOT analysis
4. Opportunity analysis (potential market segments to target)
5. Business goals and marketing objectives
6. Digital marketing objectives
7. Digital campaign strategy proposed
8. Editorial calendar
9. Content
10. Budget
11. Monitoring and optimization
12. References and Bibliography

Kindly download the exam assignment template and use it to compile your assignment. You need to upload the Word document and an Excel sheet containing your campaign calendar (see table below (Campaign calendar for details pertaining to the Excel sheet)).

Please consult the table below for details on what is expected under each point and the relevant mark allocation assigned.

Plan item	Important aspects	Mark
Executive summary	Brief, yet concise and clear explanation of what the plan entails and what the name of your business is AND what it aims to achieve	3
Brief situation analysis	This includes: <ul style="list-style-type: none"><li>-General external environmental aspects (STEEPLE factors)</li><li>- Market environment (external factors relevant to the specific industry your business is operating in, especially focused on consumers and competitors <i>and the digital environment – where/if applicable</i>)</li></ul>	10

	<p>- Internal factors (internal strengths and weaknesses relevant to the company – assumptions can be made)  <i>Only core information, no longer than 2 pages (you may organise this into sections with MEANINGFUL bullet points)</i>  <i>Use references in text where applicable and place it into the reference list</i></p>	
SWOT analysis	<p>Use the above information identified in the situation analysis and CLEARLY develop a SWOT analysis by plotting the information from the situation analysis in the relevant quadrants  <i>1 page outlining the four quadrants – you may use MEANINGFUL bullet points</i></p>	8
Opportunity analysis	<p>Based on the SWOT analysis above, clearly identify and discuss the best target market/s to approach (discuss segmentation, targeting and positioning) AND include an opportunity statement (in other words what need will your business fulfil and make money – what is the gap in the market?)  <i>1½ page – the core idea should be stated here succinctly</i></p>	7
Business goals and marketing objectives	<p>Clearly outline the business goals AND accompanying marketing objectives (develop objectives considering the situation analysis and SWOT - whether these can be solved with a digital approach or not – the plan is a digital plan, so only those marketing objectives in this section that may be solved with a digital approach should be extracted and focused on with the development of the digital objectives in the next step)  <i>1 page maximum</i></p>	5
The website	<ul style="list-style-type: none"> <li>• Your logo, font spec (which 2 -3 fonts will be on your site and your 2 -4 colours to be used, specify the RGB) – design a basic logo to the best of your ability. If you will pursue this business after the exam, have your logo professionally designed. Don't use/copy another logo online, you can get in serious trouble. <i>(1 page)</i></li> <li>• Outline a proposed sitemap <i>(2 pages)</i></li> <li>• Create rough wireframes of each page showing the layout (you can first draw these if you wish, but I need to see them clearly, so rather do them using the shapes and images in Word or PowerPoint and put them together like that in a rough draft) – <i>½ page</i> for each web page's wireframe please (this is rough draft to guide you before going onto the actual website creation and allows you to think of multiple things before just jumping into the design) – remember that some pages will, for example, have the same layout, so e.g. only provide a wireframe of ONE product page, not for every product type you want to display. Wireframes are concerned with rough planning and thinking for design purposes <i>(not more than 4 pages = +/- 8 wireframes of a half page each)</i>.</li> <li>• Provide your keyword and phrases research here (use an Excel sheet and copy into the template – Excel is easier to update your volumes and to any calculations if need be, so do it in there from the start) – <i>1 page</i></li> <li>• Develop the actual website online using WordPress. The following aspects will be reviewed: <ul style="list-style-type: none"> <li>○ Should be a minimum of 4 pages</li> <li>○ Placement of tabs and names on tabs</li> <li>○ Logical organisation of the information</li> <li>○ Use of keywords and phrases (as per your research above) AND use of SEO principles (placement of your keywords in all the relevant areas – page title, content, headings, URLs etc.)</li> <li>○ Look and feel (colours, fonts, spelling, match with logo, creation of a brand identity that stands out)</li> </ul> </li> </ul>	40

	<ul style="list-style-type: none"> <li>○ Whether you in ANY WAY copied another existing website – this will be severely penalised with mark deductions and the plagiarism policy will be followed as needed</li> <li>• Place the URL to the actual website in this section of the document. Make sure it is hyperlinked and working so that your lecturer can just click on it from this document.</li> </ul>	
Digital objectives	<p>When developing the digital objectives it must be clear that that these objectives are derived from the above developed marketing objectives. Develop the digital objectives with consideration to how these relate back to achieving the marketing objectives. Remember that the objectives need to be <i>SMART</i>.</p> <p><i>½ page</i></p>	6
Digital campaign strategy	<ul style="list-style-type: none"> <li>• Explanation of the digital campaign strategy to achieve the digital objectives AND developing 2-3 personas (<i>these should relate back to possible markets identified in the opportunity analysis</i>) AND clearly explain how the strategy matches/will appeal to these personas (<i>personas may be included in the appendix with a brief summary of each persona stated here</i>)</li> <li>• Clearly state the core campaign message</li> <li>• In addition, re-state each of the objectives again and based on the campaign strategy explained include the following aspects with EACH objectives: See <i>Chapter 1 again for clarity</i>: <ul style="list-style-type: none"> <li>• Goals (actions to be taken based on the objective)</li> <li>• Tactics (Digital tools that will be used to meet these objectives)</li> <li>• KPIs for each tool (which metrics will be used to monitor success)</li> <li>• Targets set for each tool</li> </ul> </li> </ul> <p><i>4 pages</i></p>	20
Campaign calendar	<p>Research editorial/campaign calendars and develop your own one in Excel</p> <p>Clear calendar detailing: Digital tools (e.g. Facebook posts, search ads) Content development deadline Person responsible for developing content Date and time of post and person responsible for doing so – 1</p> <p><i>landscape page</i></p>	15
Digital content for each tool	<p>Clearly indicate at least 1 example of content that will be posted associated with each tool.</p> <p>E.g. Google Ads – keywords and phrases and copy of 1 ad (you can use Ads express, write an ad and take a print screen, crop and insert in here to showcase your example)</p> <p>E.g. Facebook – copy of 1 FB post AND 1 FB advert type</p> <p>SEO – keywords and phrases with volumes etc. (if you will use a search campaign – your site will be reviewed separately for SEO aspects) – 2</p> <p><i>pages (if more, place in appendix)</i></p>	15
Campaign Budget	<p>Campaign budget for content development, ads etc. (ONLY for this campaign)</p> <p>E.g. Estimated budget to spend on display ads/Google Ads, Social media advertising (whichever tools are relevant)</p> <p><i>*budget should be clearly aligned with initiatives and tools used as per the campaign calendar – 1 landscape page</i></p>	10
Monitoring and optimization	<p>Restate the objectives, goals, tactics, KPIs and targets (this can also be organised in a table format if preferred) – 1 page</p>	8
References and Bibliography	<p>Reference list should include the actual references that were used in your plan – you are mostly likely to only use references in the situation analysis</p>	6

	Bibliography list - is a list of all sources that you read and consulted whilst developing your plan (but did not necessarily reference in your written work)	
Technical care	Written language used Spelling and grammar Layout and spacing Table of contents Page numbers and numbering of sections Signed plagiarism document (last page on template)	7
<b>TOTAL MARKS</b>		<b>160</b>

### Technical aspects:

The template document has already been formatted correctly.

Margins: 1.27

Font: Arial 11 for written content

Heading 1: Arial 14 Uppercase bold

Heading 2: Arial 12 Sentence case bold

Heading 3: *Arial 11 italic*

Harvard reference style

Justify text

### *Notes on using headings and updating the tables of contents:*

Headings 1, 2 and 3 in the document have been formatted as headings, so they link to the table of contents (TOC). If you want to include a heading 3 you can copy and edit the ones under section 1 (situation analysis 1.1.1) and place them in the section where you need it. If you copy it, it has already been formatted as a heading 3 and the TOC will pick it up.

To update the TOC, you right click on the TOC and select update entire field (if you want it to reflect additional headings added on the TOC) OR you can right click and just select update page numbers (if you didn't add any extra headings, and just want to update the page numbers).