MRKT 3311 Individual Assignment #3 | Digital Marketing Strategy ( / 50)

In Individual Assignment #2, you built your website, but now you need traffic! Plan the rest of your digital marketing strategy to drive your target audience to the website and convert. Review Ch. 13 on Digital Strategy and other relevant chapters in the Stukent text to help you plan for SEO and select two additional digital marketing channels to complete this assignment. You have a generous donor who has given you $500 that can be applied towards a launch budget. Refer to Moodle for Assignment #3 resources to further help support your work.

IMPORTANT!! This assignment requires keyword research. In this course, you are being introduced to SEMrush, an industry SEO tool. You can get trial access to the SEMrush keyword tool for 30 days after initial sign up. Credit card is required, so remember to cancel before 30 days is up. Special link for this trial is posted on Moodle under “Assignments #3: Resources & Tools for Help”. Make sure you start and complete work needed for the SEO in time.

Tips & Guidance:

- Review Stukent eText Ch: 4, 5, 6-10 & 13 and Moodle resources posted to guide your efforts
- Don't forget to refer back to your original plans, cause, website, personas and website objectives to guide your digital strategy decisions. Your digital strategy must be designed to help you reach your personas and achieve your overall objectives.
- Plagiarism: all written content in your report and on your website must be original. Any borrowed content must be cited APA style. See APA citation under Technical Requirements.

Technical Requirements:

- Use template (next page) to organize your work and complete the assignment
- Page limit(s):
  - 1 cover page (student name and number, assignment title, course, instructor and date)
  - 4 pages maximum for completed template
  - 1 reference page - optional (if necessary and applicable; not required or expected)
  - Appendices - unlimited, be sure to clearly reference appendices in report where needed
- Format: single space permitted, answers should be in written form (full sentences); bullet points allowed for support if appropriate, but submission should not be fully bulleted; be clear and concise; portrait orientation with 1 inch page margins.
- Font: 12 point font
- File Format: submit in PDF format
- Submission: submit on Moodle by deadline using associated link for Individual Assignment #3
- APA citation: if you are referencing ideas from a source other than yourself, please use APA citation style in text and in a reference list at 1) the back of your submission (report) or 2) bottom of webpage (if used on your website).

Submission Guidelines:

- Post your draft to Team Project forum by: Week 8
- Provide feedback to 2-3 peers in working group by: between Week 8-9
- Finalize your work based on feedback, submit final copy by: Week 9

Assignment Requirements

Use the template on the following page to develop your digital marketing strategy. Please use headings as listed.
Part 1: Digital Marketing Strategy Overview (1 page)

SMART Website Objectives

Repeat (cut and paste) your SMART website objectives here from IA#2. Your website represents the idea you are promoting. The channels and tactics you choose for your digital strategy must support the overall objectives you set in your planning.

Customer Influence Effort

Explain your Customer Influence Effort at this stage of your website. Refer to Ch. 13 of your eText.

Chosen Channels
(see page. 5 for list of channels to choose from)

- In addition to SEO (on- and off-site), choose two (2) additional digital marketing channels to complete your digital strategy. Explain your choices and why they make sense for your website/ cause.

- NOTE: the two channels cannot both be social media related; research is expected to fully justify and support your channel choices.

Paid, Owned & Earned Media:

- Explain where (channels) you will use paid, owned and earned media to drive traffic to the website and convert visitors and why this makes sense for our website/ cause and personas.

- Review POEM in digital marketing here and in Ch. 9, Sec. 5 for POEM in social media.

- NOTE: research is expected to explain and justify your approach to POEM.

Budget Allocation:

- Assume you’ve been given a donation of $500 to start your website. How would you allocate these funds among your digital channels in your first month of being live? Explain.
Part 2: SEO Plan (2 pages)
(Tip: be clear and to the point, you have two pages maximum for Part 2)

Three S.M.A.R.T SEO Objectives

- List a total of three (3) SMART objectives to explain what you want SEO (on and off-site) to accomplish for you. You must understand SEO KPI’s in order for your objectives to be measurable.

- Do your SEO objectives help you achieve your SMART website objectives (from IA #2)? Explain the connection.

- More on SEO objectives and KPIs here:
  - [https://www.spyfu.com/blog/seo-goals-to-target-this-year/](https://www.spyfu.com/blog/seo-goals-to-target-this-year/)

- Review S.M.A.R.T (specific, measurable, achievable, relevant and time bound) objectives (article reviews this concept and provides examples).

Onsite SEO

Webpage to Optimize:

- For this assignment, identify **ONE** webpage on your website as a priority to optimize for onsite SEO; briefly explain why you’ve chosen this page as a priority to optimize for search.

Keyword Research: Five (5) Keywords for Chosen Page:

- Use SEMrush “Keyword Magic Tool” to conduct keyword research and select five (5) keywords you want your selected page to rank for; explain how you chose these keywords (analysis).

- Include a screenshot of your researched list of keywords with statistics from SEMrush in the appendix.

- **NOTE:** see Moodle for link to access free student account (access expires 30 days from activation date) and other helpful tutorials

Keyword Placement:

- Show keyword placement on your chosen webpage (labeled screenshot).

- **NOTE:** this will require you to make modifications to your webpage to show how you’ve placed the keywords you’ve chosen.

Other Onsite SEO Efforts:

- What other efforts have you applied to optimize your page for onsite SEO? Describe and explain.
Offsite SEO

Blog Post:

- Use SEMrush “Content Template” for topic ideas (see Moodle for video tutorial). Choose an idea from the SEMrush “Content Template” results and write one (1) blog post (200-250 words) related to it.
- Include URL/ link to your blog post in this report
- Explain which persona(s) you are targeting for this post
- Use SEMrush “Real Time Content Check” and screenshot your results to include in appendix.
- NOTE: Need help with creating valuable content? Try How to Tell if Your Marketing Content is Actually Valuable (by Hubspot)

Possible Backlinks:

- Identify two (2) websites (include URLs) that might want to generate backlinks to this post. Briefly explain why these sites might want to link to your post?

Other Offsite SEO Efforts:

- What other efforts have you applied to optimize your website for offsite SEO? Describe and explain.

SEO KPI’s:

- Top 5 KPI’s you would add to your digital dashboard to track SEO (on and offsite) performance with a brief explanation of your choices.

- List 5 KPIs only. While there are many metrics that can and should be measured, this exercise is to challenge you to think about the most important ones for your SEO performance at this time and to be able to explain this persuasively. This is not an exercise to simply cut and paste a list of KPI’s from the textbook or articles! I will be looking at whether the KPIs you chose make sense for your SEO objectives and overall website objectives.

- Resources/ reminders of SEO KPIs
  https://www.spyfu.com/blog/seo-goals-to-target-this-year/
Part 3: Basic Channel Plan (1 page)

Based on your two additional channel choices (other than SEO), choose one to complete a basic strategy for. See requirements for each channel below (next page).

For example, if you chose display advertising and email as your two additional channels for the digital marketing strategy, then you only need to choose one of these channels to complete a basic plan for. In this example, if you choose to plan for display advertising, then you only need to fulfill the requirements listed below for a basic display advertising plan.

Follow the headings/ bullets of the Channel Plan Requirements for your chosen plan below.

NOTE: You may include appendices for your sample ads/ content if needed. Appendices will not count towards your page count.

Basic Channel Plan Requirements on next page...
**CHANNEL PLAN REQUIREMENTS** (choose one to complete):

**Paid Search (PPC) - Ch. 6**
- What are your marketing objectives for PPC specifically?
- How will PPC help you achieve your SMART website objectives (from IA #2)? Explain the connection.
- Describe a campaign you would create to support your PPC objectives
  - Identify your keywords with research to support (see Moodle for resources, tools); explain how you’ve chosen these keywords, you can use SEMrush to conduct keyword research for PPC as well.
  - Describe your bidding strategy.
  - Develop/ write two sample PPC ads for this campaign. Create a sample/ mock up of PPC ads here for free: [https://www.nordicclick.com/resources/google-ads-preview-tool/](https://www.nordicclick.com/resources/google-ads-preview-tool/)
  (Tip: review how to write effective PPC ads from MRKT 2111, see text Ch. 6)
- Top 5 KPI’s you would use to track results with brief explanation of your choices

**Email - Ch. 8**
- What are your marketing objectives for an email campaign specifically?
- How will email help you achieve your SMART website objectives (from IA #2)? Explain the connection.
- How will you build your website’s email distribution list? Explain.
- One sample email campaign (an example email you would send out to one of your personas); sample email should have From, To, Subject line, content. Designed and formatted to look like an email campaign. Applies best practices in effective email marketing. Check out [canva.com](http://canva.com) for email/ newsletter templates. (Tip: review how to create effective email campaigns Ch. 8).
- Top 5 KPIs you would use to track results with brief explanation of your choices.

**Social Media Ads - Ch. 9 (paid media) & 10 (advertising by channel)**
- What are your marketing objectives for social media advertising specifically?
- How will social media advertising help you achieve your SMART website objectives (from IA #2)? Explain the connection.
- Which social media platforms will you advertise on and why? Research to support.
- Explain your paid distribution strategy (targeting) for your chosen platforms to advertise on.
- Describe your proposed ad content for each platform (content type (topic, theme) and format (video, blog post, image, text). Is this different between platforms? Why?
- One sample social media ad for one of the platforms you chose to advertise on. Who will you target with this ad? How will you target them? Objective of the ad? Ad should be formatted and designed to resemble a true social media ad (e.g., an Instagram ad should include image, content, hashtags, account name, etc.). See: [https://mediamodifier.com/mockups/all](https://mediamodifier.com/mockups/all)
- Top 5 KPIs you would use to track results with brief explanation of your choices.

**Social Media Posting (organic) - Ch. 9 & 10**
- What are your marketing objectives for social media posting specifically?
- How will social media posting help you achieve your SMART website objectives (from IA#2)? Explain the connection.
- Which social media platforms will you post on and why? Research to support.
● What will be your content distribution strategy for organic posts? Explain and justify.
● Describe content mix for each platform (content type (topic, theme) and format (video, blog post, image, text)). Is this different between platforms? Explain.
● One sample social media post for one of the platforms you chose to post on. Objective of the post? Ad should be formatted and designed to resemble a true social media post on your chosen platform (e.g., an Instagram post should include image, content, hashtags, account name, etc.). See: https://mediamodifier.com/mockups/all
● Top 5 KPIs you would use to track results with brief explanation of your choices.

**Display Ads - Ch. 7**

● What are your marketing objectives for display advertising specifically?
● How will display advertising help you achieve your SMART website objectives (from IA #2)? Explain the connection.
● What is your targeting strategy for your display ads? Explain.
● What type of websites would you aim to place your display ad on? Why?
● One sample display ad for your website. Who will you target with this ad? How will you target them? Objective of the ad? See: https://mediamodifier.com/design-templates/banner-maker (Tip: Review how to plan for effective display/ banner advertising).
● Top 5 KPIs to track results you use to your digital dashboard with brief explanation of your choices.

**See next page for marking guide**
# Marking Guide (Total / 50)

<table>
<thead>
<tr>
<th>Level of Mastery</th>
<th>Major Problems Exist</th>
<th>Minor Problems Exist</th>
<th>Minor Issues Exist</th>
<th>No Issues Exist</th>
</tr>
</thead>
<tbody>
<tr>
<td>Digital Marketing Strategy Overview &amp; SMART Objectives / 10</td>
<td>Minimal or weak understanding of or misapplication of digital marketing strategy and related concepts. Most requirements are incomplete. Weak connection to website proposal. Limited to no justification provided for choices and ideas. Objectives not SMART.</td>
<td>Adequate understanding and application of digital marketing strategy and related concepts. Most requirements are completed. Some elements need clarification, stronger justification (research) needed for choices/ ideas, or clearer connection to website proposal needed. Objectives need refinement to be SMART or more relevant/ realistic.</td>
<td>Good understanding and application of digital marketing strategy and related concepts. All requirements completed. Clear connection to website proposal. Good justification (research) to support choices/ ideas. Some minor refinement needed for clarity. Objectives need minor refinement to be SMART or relevant/ realistic.</td>
<td>Excellent understanding and application of digital marketing strategy and related concepts. All requirements completed. Outstanding justification (research) to support choices/ ideas. Exceptional presentation of ideas that are clearly aligned with website proposal; strategic. Objectives clearly SMART, relevant and realistic.</td>
</tr>
<tr>
<td>Onsite SEO / 10</td>
<td>Incomplete or misguided attempt to practice onsite SEO per requirements. Demonstrates weak understanding and application of concepts or how they relate to optimize for search.</td>
<td>Adequate demonstration of onsite SEO practice that covers most requirements including evidence of using SEMrush. Some issues or errors with proper onsite SEO application, understanding or connection with website proposal.</td>
<td>Good onsite SEO practice with all requirements completed and evidence of using SEMrush appropriately; demonstrates strong understanding and application of onsite SEO with clear connection to website proposal.</td>
<td>Exceptional onsite SEO practice with all requirements completed and evidence of using SEMrush appropriately; demonstrates exceptional understanding and thorough application of onsite SEO with clear connection to website proposal. Strategic.</td>
</tr>
<tr>
<td>Offsite SEO / 10</td>
<td>Incomplete or misguided attempt to practice offsite SEO per requirements. Demonstrates weak understanding and application of concepts or how they relate to optimize for search.</td>
<td>Adequate demonstration of offsite SEO practice that covers most requirements including evidence of using SEMrush. Some issues or errors with proper offsite SEO application, understanding or connection with website proposal.</td>
<td>Good offsite SEO practice with all requirements completed and evidence of using SEMrush appropriately; demonstrates strong understanding and application of offsite SEO with clear connection to website proposal.</td>
<td>Exceptional offsite SEO practice with all requirements completed and evidence of using SEMrush appropriately; demonstrates exceptional understanding and thorough application of offsite SEO with clear connection to website proposal. Strategic.</td>
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<tr>
<td>SEO KPIs / 10</td>
<td>Incomplete, misguided attempt to identify 5 relevant SEO KPIs, explanations are limited or overly general (textbook definitions) with little/no connection to website objectives, cause or personas.</td>
<td>Identifies 5 relevant (mostly) SEO KPIs; rationale is adequate with some that are still described generally or require extension/ clearer connection to website (vs. general definitions) objectives,</td>
<td>Identifies 5 relevant SEO KPIs, good rationale for each measure that clearly relates to website objectives set. Avoids general definitions and customizes rationale to website, cause, personas and objectives.</td>
<td>Identifies 5 relevant SEO KPIs, excellent rationale for each measure that clearly relates to website objectives, personas, cause. Shows deeper insights into the chosen list of KPIs.</td>
</tr>
<tr>
<td>Basic Channel Plan / 10</td>
<td>Unsatisfactory</td>
<td>Marginal/ Satisfactory</td>
<td>Good/ Excellent</td>
<td>Outstanding/ Exceptional</td>
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<tr>
<td>Incomplete; poor understanding of chosen channel; weak or irrelevant channel plan; lacks clear connection to digital marketing strategy and/or website proposal. Sample content/mocks ups incomplete.</td>
<td>0 2 3 4</td>
<td>5 6 6.5</td>
<td>7 7.5 8</td>
<td>8.5 9 10</td>
</tr>
<tr>
<td>Mostly complete; adequate understanding of chosen channel; plan generally relevant with some connection to digital marketing strategy and website proposal. Elaboration needed. Standard quality sample content/mocks ups.</td>
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<tr>
<td>Complete with sample content; strong understanding of chosen channel; plan is relevant with clear connection to digital marketing strategy and website proposal. Minor issues. Good effort with relevant mockups, minor refinements needed.</td>
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<tr>
<td>Complete with exceptional sample content and understanding of chosen channel; plan strategic with clear connection to digital marketing strategy and website proposal. Excellent effort with relevant, high quality mock-ups.</td>
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