

NGM: Laura Berry Digital Marketing Audit

**WE'RE
ALIVE WITH
AMBITION**

A large outdoor sculpture consisting of numerous vertical rectangular bars of varying heights, some in a light tan color and others in a darker brown. In the foreground, the letters 'DCU' are rendered in large, white, three-dimensional block letters. The background shows a blue sky with scattered white clouds and a modern building with large windows.

DCU

Digital Assignment 1

Digital Marketing Audit

Executive summary (5%)

Does the student group properly summarise the objective(s) of the plan and the context of the study?

Industry and Market Analysis (10%)

Does the report demonstrate a thorough understanding of industry trends, market dynamics and competitive landscape?

Company analysis (5%)

Is the company's value proposition clearly articulated?

Is there a comprehensive overview of the company including governance, investors, product and services being offered, channels to market and overview of current marketing activities?

Digital Persona creation (10%)

Does the student propose a realistic and evidence based digital persona following the recommended techniques

Has the student clearly documented how the persona was produce

Has the student used an appropriate digital persona template and adapted it accordingly to the target audience

Content marketing and Social Media audit(30%)

Does the student adopt adequate ad appropriate frameworks to conduct their audit

Does the audit demonstrates a thorough understanding of the content marketing and social media marketing literature

Is the audit matched with with appropriately matched tactics?

Is there a logical flow to the plan?

Recommendations (15%)

Are recommendations clearly justified and evaluated?

Are recommendations sound and realistic?

Have reach and measurement been benchmarked and correctly interpreted?

Use of academic literature (20%)

Does the Lit feature current material?

Has the Lit sufficient focus AND depth or is it too thin and broad?

Does the student “handle” or organise the literature creatively (e.g. thematically or in terms of different strands/sides of an argument)?

Housekeeping (5%)

Does the assignment have clear and consistent structure, layout, table of contents, visuals, tables etc.?

Does the student adopt a consistent style throughout, correct spelling and grammar?

Does the report contain a complete, ordered and properly formatted list of references?

E.g. Harvard Style.

Competitor's Stats (HypeAuditor.com)

Bank	Followers	Posts	Engagement Rate	Avg likes
KBC	1089	135	2.30%	25
AIB	6296	220	0.66%	41
Bank of Ireland	9474	354	0.87%	81

- Microsoft word doc.
- Format professionally e.g. ToC, page number, colour of company, logo, section headings and subheadings were relevant.
- Cite appropriately in text and include full bibliography in Harvard or DCU Harvard referencing style.
- Include anti-plagiarism declaration at start.
- Include pictures, figures, tables and icons as appropriate throughout

Assignment Details

- For this assessment, you are to conduct a Digital Marketing Audit of your chosen company or brand (must be approved by Sarah and / or Laura). It is important that you do not choose a company that is too big or too small
- Aim: Prepare an analysis of their competitive market and online environment to gain digital marketing intelligence and develop insights and recommendations for the brand.
- Recommended Readings on Loop – tools, techniques and platforms for conducting this analysis
- Due Date: 15th December 2019

- Here is a sample layout of the areas to include in your assignment
- Section 1: Executive Summary
- Section 2: Company Profile: use company website, annual reports, news stories. You may include here key milestones, corporate governance and structure, employees, financial information

- Key section in a report
- Should be written last
- Gives the reader an insight into the report
- Briefly describes the purpose of the report
- Summarizes what is included in the overall report
- Describes the approach taken to analyse the company profile
- Might highlight key insights and recommendations

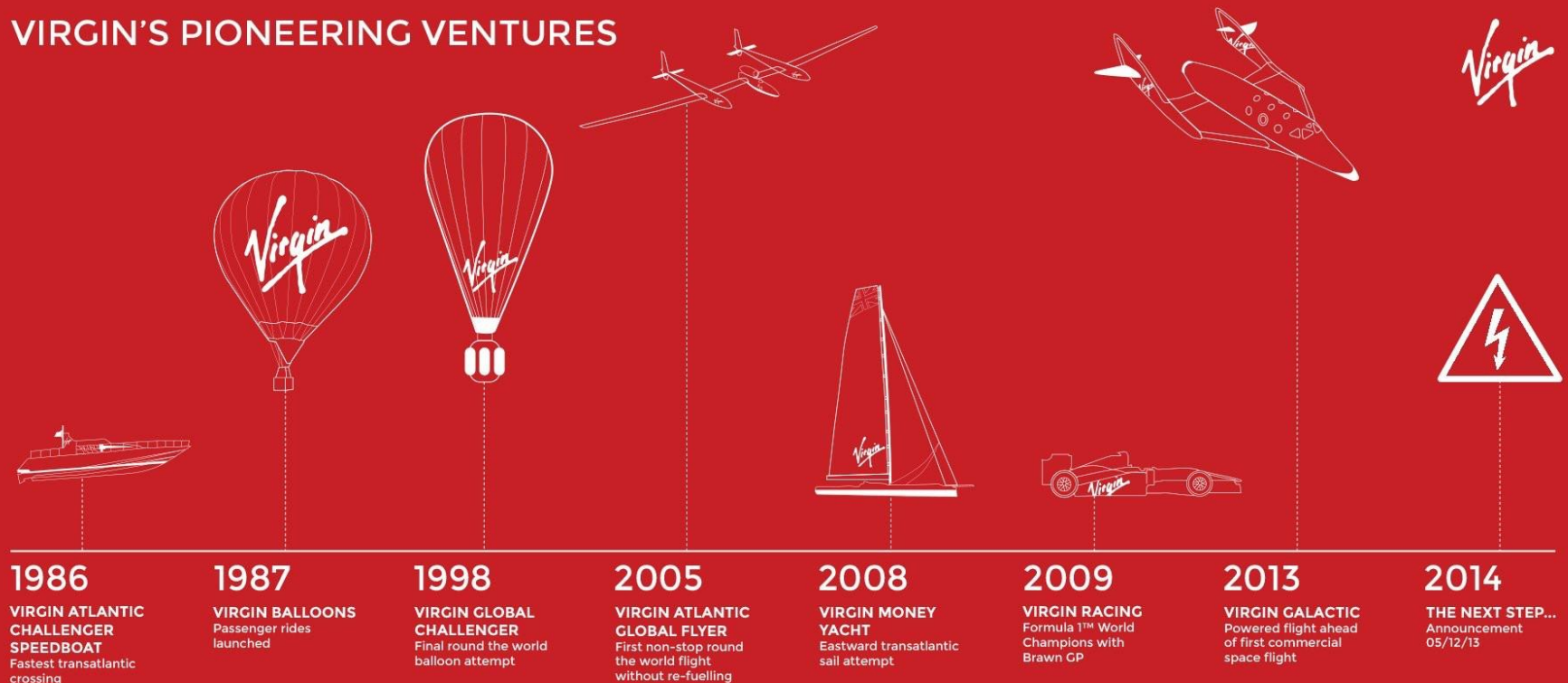
2. Company Profile

- Introduction to the company:
 - Who they are
 - What they do
 - History of the company
 - Where are they based
 - Core products/offerings
 - Brand values
- Might explore innovations, acquisitions, expansions, profitability, employee changes.
- Major events or news coverage

2. Company Profile

- Could also discuss:
- Innovation, Diversification or sustainability efforts of the company if appropriate

VIRGIN'S PIONEERING VENTURES



Options possible to explore;

- What are the trends influencing the industry?

Market reports

- What are the driving forces in the industry – is it changes in e-commerce, changes in who buys the products and how they use it, is it changes to players in the market? Changes in societal attitudes, concerns, behaviours, lifestyles?

- What is the scope / size of the market? Can Google trends show that search volume has increased?
- Is the market in a growth phase (sales)?
 - What impact has digital had on this market and what is likely for the future?
 - What are the big challenges in the industry? How is consumer confidence?
 - How is market share allocated

 lululemon Search term	⋮	+ Compare
---	---	-----------

Interest over time ⓘ

⬇️ ⏏️ 🔗

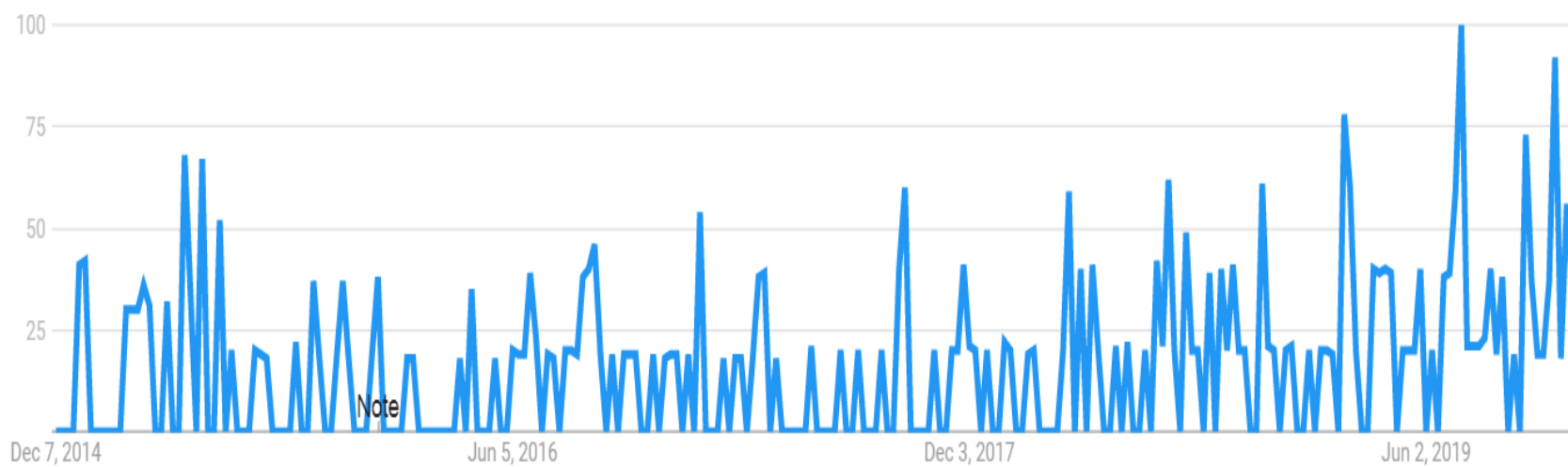
Saudi Arabia ▼

Past 5 years ▼

All categories ▼

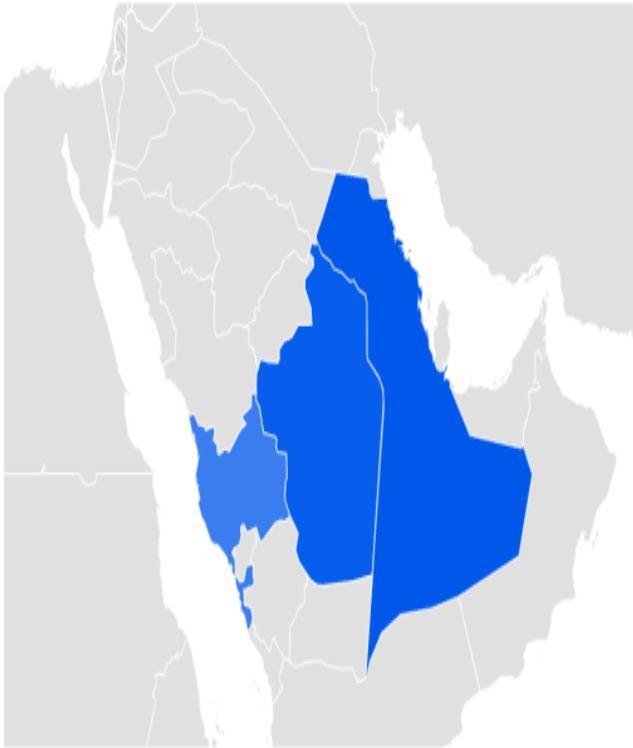
Web Search ▼

Interest over time ?



Interest by subregion ?

Subregion ▼ ⬇ ⌂ ⌕



1	Eastern Province	100	
2	Riyadh Province	96	
3	Makkah Province	68	

Related topics 

Rising



1 Yoga - Discipline

Breakout

2 Leggings - Garment

Breakout

3 United Kingdom - Country in Europe

Breakout

4 Clothing - Topic

Breakout

5 Trousers - Clothing

Breakout

< Showing 1-5 of 6 topics >

Related Topics

Users searching for your term also searched for these topics. You can view by the following metrics:

-Top: The most popular topics. Scoring is on a relative scale where a value of 100 is the most commonly searched topic, a value of 50 is a topic searched half as often, and a value of 0 is a topic searched for less than 1% as often as the most popular topic.

-Rising: Related topics with the biggest increase in search frequency since the last time period. Results marked "Breakout" had a tremendous increase, probably because these topics are new and had few (if any) prior searches.

Section 4. Create a typical customer journey including both traditional and digital media for your product or service.

Section 5: Construct a digital persona for the organization of your choice / brand / product / service;

- Conduct some research to identify data about the target audience and distil key demographic and psychographic features.
- Based on additional research, propose webographic characteristics.
- Provide an appropriate name and provide a suitable image to support a realistic persona.

Describe the kind of content the company is using in each of its digital platforms. If applicable, analyse the content and your experience engaging in each space. Things to consider are: degree of engagement i.e., **1:1 or broad publishing of content**), **brand & message consistency**, **level of uniqueness**, **ability to solve problems/answer questions**, **added-value**, **ease of use**, etc.

Analyse how the various platforms are either working together or existing in silos.

Comment, as relevant, on any direct calls-to-action/direct incentives on a digital platform intended to drive sales of tickets, merchandise, or other revenue for the company.

Conduct a content marketing roadmap underpinned by the BEST principles

Use the vividness to interactivity scale and make recommendations to improve or change content

Consider how you might encourage user generated content

Make Recommendation on how to improve their content strategy

Section 7: Conduct a Social media audit (need to benchmark against competitors)

- YouTube; no. of subscribers, are they updating content regularly, what type of content engages the most – is this the content that they are posting? Compare with competitors
- Facebook: key metrics versus their competitors. What is best practice?
- Twitter: understand what is your company's activity versus their competitors, are they tweeting less, are they tweeting at the right time of the day. Are they using images / videos to engage their audience. What can they do better? Use tools to gain insights and make recommendations

Brand Sentiment: how are people talking about your company / brand. Positive or negative and how is this handled by the company?

Recommendations-observations–opportunities.

Such as engagement, search, blogs, new platforms, using content in different ways etc.

- Note: Assignment two will follow on from this and focus on the same company
- Aim of assignment two is to delve deeper into the company's SEO practice, usability guidelines and design principles.