

MARK 430 Online Marketing

TEAM PROJECT INSTRUCTIONS

Integrated Online Marketing Campaign Plan

A. Overview

Students working in small teams will produce a plan for an online marketing campaign, and some associated marketing materials. The written report is **NOT** a full marketing plan – the focus is a campaign.

A marketing campaign has clear start and end dates and specific, measurable goals so that its success can be evaluated.

The assignment has TWO elements:

1. The full written report and associated marketing materials should be submitted via email by Friday December 1st, 4:30pm (45% of the grade for the course)
2. The highlights of the report will be presented to the rest of the class on Wednesday November 29th. (10% of the grade for the course)

B. Before you begin the assignment

- a. Form into small teams (maximum 5 people)
- b. Read through the rest of these instructions, then select a specific organization/business as your “client”. Please select a real organization/business, as this will give you a focus and context. Look at their existing web presence and social media activities so you can get a good idea of what they are already doing in terms of internet marketing. Do not actually contact the business.

C. Scenario

Your marketing firm has been hired by the business or organization you have chosen to assist them in developing and implementing a new online marketing campaign.

You should assume that your organization has a marketing budget that broadly fits the size of the organization.

You **MUST** include **SIX** of the following internet marketing tools in your campaign and be able to justify your **specific** choices in terms of the online behavior of your target market.

- Search engine optimization of the campaign landing page (SEO)
- Search engine advertising (PPC)
- eMail marketing
- Social networks – owned and earned media (you can include up to 3 social media sites)
- Social networks – paid media (display advertising, promoted posts etc)

- A video element
- A campaign element specifically for mobile devices

D. Report Contents / Sections

Your report should include the following sections:

Table of Contents

Executive Summary (one page)

1. The company / organization

- a) A short description of the company/organization: products, target markets, distribution channels, number of employees, length of time in business, market share, main competitors, offline marketing strategy etc.
- b) A description of the existing web presence and social media activities of the company / organization. Include detailed information about social media activity (numbers of followers, posting frequency etc).

2. Campaign overview

This section should give a “big picture” overview of the campaign. State the overall campaign objective then list the six tools that you have chosen for your campaign (including the names of the social media sites) then **briefly** describe how they will be used. Include a diagram to illustrate how the six tools will work together to meet your overall campaign objective.

3. Target market for the campaign / market research

This section should aim to paint a picture of who your customers are, what they like, what they do online, how often they are online, what technology they use, etc. You will use this research to underpin and justify your choices of online marketing tools and how you will use them.

This section will include:

- a) A description of the target market (s) **FOR YOUR CAMPAIGN**. Include your assumptions about target market demographics and psychographics in this section.
- b) The results of your market research into the online behavior and activities of your target market. Use this research to explain and justify exactly **why** you have chosen to recommend the use of your chosen internet marketing tools and why you feel they will be a good “fit” with your target market.
- c) An assessment of what your direct competitors are doing in terms of online marketing strategy to reach your target market

It is **very** important that you cite relevant and authoritative research to back up your recommendations. Include in-text references and a bibliography.

4. Campaign goals and methods of evaluation of the success of your campaign

List the goals for your marketing campaign, including, where appropriate, the “conversions” that your client will use to measure success in reaching those goals. Make sure that your goals are SMART (specific, measureable, attainable, realistic/relevant, and time-bound).

- a) Write a goal for the overall campaign itself
- b) List separate goals for your each of your six chosen tools (eg. Facebook earned media, SEO, eMail etc.) You should aim for between 25 and 30 very specific and measurable goals for your campaign tools. **Use a table in the following format** to present the information in this section.

Digital marketing tool	SMART Goal statement	Time frame

5. Implementation – creation of sample marketing materials to show your client

The objective of this section is to show your “client” what your campaign elements will look like and how they will work. You will do this by creating mock-ups and samples of your proposed marketing materials to give an understanding of what the finished campaign elements will look like and how they will function. **A way to meet the goal you have set in the previous section must be evident from your marketing materials. Use callouts to show Calls-To-Action and other important elements of your samples.**

The following paragraphs give further details of what is expected from the sample materials. Further guidance will be given in class – please ask!

Search engine optimization

- List the key words / phrases for which you are optimizing your most important campaign "landing page".
- Create a mock-up of the campaign “landing page”, showing how you will use the keywords / phrases to optimize the page (use the sample provided on the course website).
- Write a couple of paragraphs to explain how these optimization elements will work, and what results your clients can expect.

Search engine advertising (PPC)

- Indicate the search engine network coverage that you will target
- Indicate the geographic area(s) and language(s) you have selected to show your ads
- List the specific keywords / key phrases you recommend bidding on
- Include a mock-up of your search engine “listings” ie. the Adwords advertising text (you should include at least two) and explain the calls to action.
- Recommend a daily budget and maximum cost-per-click

- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

Email marketing

- Explain how you will obtain (or have obtained) the email addresses of your target market.
- Create a sample of the email(s) that you will use (ensure that these conform to anti-spam legislation guidelines)
- Explain your reasoning with respect to the timing and frequency of communication with your target market.
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

Social networking elements – owned and earned media

- Create samples of the social networking elements that you have planned for your campaign (eg using posts, hashtags, widgets, apps, contests etc) to show your client how it will work. Include text, images etc and calls to action on your mock-up.
- For each social network you use, provide at least 10 sample posts
- Explain your reasoning with respect to the timing and frequency of posts
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

Social networking elements – paid media (display advertising, promoted posts etc)

- Create samples of your promoted posts or advertising, indicating which social media channels you will use for paid promotion
- Indicate the calls to action.
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

Video element (eg viral video, vodcast, live stream etc)

- Create a storyboard showing the main screens in your video and its length
- Include examples of the script for a voice-over (if there is one)
- Include the title of the music you intend to use
- Indicate the calls to action
- Explain how and where the video will appear and the main service that you plan to use to create the video
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

A campaign element specifically for mobile devices (ie. some kind of app, game, augmented reality etc)

- Create a storyboard / diagrams showing the main screens in your app to illustrate how it will work
- Indicate the calls to action
- In addition to the sample materials, write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

E. Report structure and formatting

Use Arial or Calibri 11 point font. 1.5 line spacing.

Use a professional business style of writing and report format. Make use of bullet points, diagrams, tables etc where appropriate to best get over your idea or point.

Do not use first person.

Number the pages

Number the sections of the report (1.1, 1.2, 2.2.1 etc)

Use Heading Styles in Word so that you can generate a Table of Contents automatically

Marking Scheme - Written Report

	Marks available	Marks gained
Executive Summary	5	
A short description of the company/organization	5	
Current web presence and social media activity	10	
Campaign overview	10	
A detailed description of your target market (s)	5	
The results of your market research. Explanation and justification for your choice of marketing campaign tools. Quality of research cited (currency, authority, credibility)	17.5	
Assessment of competitor activity in internet marketing	7.5	
Campaign goals and methods of evaluation. A list of the (SMART) goals for your marketing campaign. Your marketing materials must show how you will attempt to meet these goals.	20	
Implementation – marketing materials. 10 marks for each of the six chosen elements	60	
Format and report presentation (Table of Contents, referencing, layout, legibility, spelling, grammar etc)	10	
TOTAL (worth 45% of the grade for the course)	150	0