



## Deadline

Check the 'Key dates' or 'Project' section on the Virtual Campus for your project and reflection/group feedback deadlines



## Working with your group

Nominate one member of your group to submit the presentation on the Virtual Campus, on behalf of all your group members. Your nominated group member is the only one required to submit your project. Once the nominated group member has submitted your project, all other group members will receive the submitted project status.

Only one document will be accepted and sent for marking. If more than one document is submitted, then the marker will only review the PowerPoint slides.

You won't be able to make any amendments once your document has been submitted. The document you upload will be the one that gets sent for marking, so please make sure it's the final version.

We recommend you create discussion topics within this forum to interact with your group on your project. You'll also be required to interact in these forums for various post-class activities.

# Module 3 Project

## Digital Marketing Proposal


### Project summary:

In this project, you'll work as a group to develop a marketing proposal against a fictional brief. Your proposal should drive awareness, evaluation, and sales, whilst building loyalty and advocacy.


We've created two fictional brands for you to have fun and experiment with. There are no departments, silos, politics or stakeholders holding you back from a full, immersive learning experience.

# What to include in your proposal / Key assessment criteria


## 1. Demonstrate a clear understanding of your client's objectives and state your approach for meeting these objectives

 **Tips:** Review the brief of the fictional brand you'll be working with. Note down the client's key objectives and develop your plan for meeting these objectives..


## 2. Describe the relevant customer journeys and how you'll capture your target audience

 **Tips:** Drawing on your knowledge about the customer journey, describe your target audiences according to their consideration stages. Develop personas for your target audiences.


## 3. Develop an engaging and purpose-driven content strategy across the whole journey

 **Tips:** Drawing on your knowledge about the overarching content strategy (hero, hub and hygiene) and framework for engaging content (Aristotle's storytelling framework), describe how you'll go about planning content (social, video, etc.) for your target audiences per their consideration stage.


## 4. Describe how you'll use video to drive the content strategy and achieve your client's objectives

 **Tips:** Drawing on your knowledge about the importance of video and its unique purpose, explain how you'll leverage its use in your overall content strategy.


## 5. Develop a search strategy that includes an approach that's not directly related to conversion

 **Tips:** Drawing on your knowledge about See-Think-Do-Care and Micro-Moments, describe how you'll use search to assist your target audience in all consideration stages and not just the point of conversion.


## 6. Articulate which display formats you'd use to be relevant to your target audience

 **Tips:** Drawing on your knowledge about display formats, describe which display/videos formats work for your different audiences.

## 7. Do the ad formats and channels you've selected orchestrate together in an integrated way?

 **Tips:** Drawing on your knowledge about content, search and display, describe how you'll integrate all channels to create an effective overall digital strategy.

## 8. Was the presentation effectively communicated? Does it show creativity, innovation and relevance?

 **Tips:** Ensure your proposal meets the specification and effectively communicates all the key points.

### Milestones:

See rubric on key things to include for each section.



### By the end of Week 1

- Demonstrate a clear understanding of your client's objectives and state your approach for meeting these objectives
- Describe the relevant customer journeys and how you'll capture your target audience
- Develop an engaging and purpose-driven content strategy across the whole journey
- Describe how you'll use video to drive the content strategy and achieve your client's objectives



### By the end of Week 2

- Develop a search strategy that includes an approach that is not directly related to conversion



### By the end of Week 3

- Articulate which display formats you'd use to be relevant to your target audience
- Do the ad formats and channels you have selected orchestrate together in an integrated way?
- Was the presentation effectively communicated? Does it show creativity, innovation and relevance?

## How to submit your proposal:

Include enough detail to ensure that your arguments are convincing and persuasive, while remaining concise and to the point - remember, you are pitching this to your client, so it needs to be professional, engaging and easy to read.

Your proposal will be submitted as a PowerPoint presentation in PDF format without audio/narration:

- **Work out your strategy (what information are you going to put on your slides, and what information you are going to put in your notes)**
- **Create a PowerPoint presentation of 12 slides maximum**
- **Include notes of up to 250 words per slide in a separate Word document (maximum of 12 pages to match the number of slides)**
- **Turn the PowerPoint and Word documents into separate PDFs**
- **Merge the two PDFs using one of the free tools available online, such as <http://smallpdf.com/merge-pdf>**

Don't forget to include a reference when quoting any external data or statistics. This can be as simple as the date and source, rather than full academic referencing. This is part of our marking criteria and WILL affect your final grade. Please note, references do not count towards the total word count.

**Disclaimer:** Squared Online retains the rights to all student output during the course for marketing purposes only, which includes your project submissions. For more information, please check out the [Terms and Conditions page](#), which is available in the Policies section of the top navigation bar.

## During Week 4 (Study Week)

- Consolidate your ideas in a Word document and a PowerPoint presentation
- Save your documents as a single pdf
- Your nominated group member should submit your final pdf as your Module 3 project



## Personal Reflection and Group Feedback:

You're also required to complete the personal reflection and group feedback exercises once your project has been submitted. Check the Virtual Campus for the deadline.

This is an opportunity for you to reflect on what you have learned from working in a group online, as well as to provide feedback on your group members.

Personal reflection and group feedback are compulsory activities which are required to pass each module. You should complete this after you have submitted your project.



# How you'll be assessed and graded:

We will use the rubric below to assess and grade your submitted project (digital marketing proposal). The rubric reflects the set of **key assessment criteria** that is used to mark your project. Each criterion will be rated on a scale of 1 - 10, where the overall average score must be 6/10 or greater to pass. The feedback you receive will highlight your level of achievement for each category, and you'll also receive additional comments from the marker.

## Rubric:

### 1. Demonstrate a clear understanding of your client's objectives and state your approach for meeting these objectives

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You accurately referred to the client's objectives. All of your plans explicitly linked back to these objectives and provided the basis for a compelling proposal.	You accurately referred to the client's objectives. All of your plans implicitly linked back to these objectives and supported the basis for your proposal.	You referred to the client's objectives. Most of your plans implicitly linked back to these objectives and supported the basis for your proposal.	You did not refer to the client's objectives, although there were implicit references across your presentation. Some of your plans helped to form the basis for your proposal but they were not entirely convincing.	You did not refer to the client's objectives, although there were implicit references across your presentation. Your plans were confusing because they didn't link back to your client's objectives.	You haven't clearly demonstrated understanding of the client's objectives. Your plans therefore did not reach a standard described by any of the criteria.

### 2. Describe the relevant customer journeys and how you'll capture your target audience

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
Your explicit use of a customer journey framework provided you with an effective structure that allowed you to develop a creative, original and highly relevant channel marketing strategy, that would deliver a positive customer experience. You showed an excellent understanding of who your target audience are. You also developed a number of convincing personas according to their consideration stages. Segmenting your target audience enabled you to describe what aspects of your offer match their requirements.	Your explicit use of a customer journey framework provided you with an effective structure that allowed you to develop a relevant channel marketing strategy that would deliver a positive customer experience. You showed a good understanding of who your target audience are. You also developed a number of personas which enabled you to highlight what aspects of your offer match their requirements.	You provided a good structure for describing your customer journey, although didn't necessarily use an existing industry framework for this. You also developed one or two personas. Although you developed a relevant channel marketing strategy for your target audience, it wasn't always clear how your plans would deliver a positive customer experience.	You used a customer journey framework but it was presented in a confusing way without any proper description of your target audiences. As a result, the channels to market were not well defined and it was hard to see how you would create any meaningful interactions with your target audience.	You did not use a customer journey framework. As a result, it was hard to understand the underpinning rationale for your channel strategy and plans.	Your understanding of the customer journey does not reach a standard described by any of the criteria.

### 3. Develop an engaging and purpose-driven content strategy across the whole journey

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You developed a unique and comprehensive content strategy which would be engaging for audiences across different considerations stages. You used an effective framework to show how you'll go about creating engaging content. Your plan included a variety of content types (social, video, etc.) which were linked in a creative way.	You developed a unique and comprehensive content strategy for some of your defined target audiences according to their consideration stages. You used an effective framework to show how you'll go about creating engaging content. Your plan included a variety of content types (social, video, etc.) which were linked in a creative way.	You developed a content strategy for at least one of your defined target audiences according to their consideration stages. You did not use a framework, but you clearly described how you'll go about creating engaging content. Your plan included at least one type of content.	You developed a content strategy, but you didn't link this to any of your target audiences. You haven't used a framework for planning your content, neither have you given a clear description of how you'll go about creating engaging content.	Your content strategy was not adequately developed and lacked the key elements required by your client.	Your knowledge about content strategy does not reach a standard described by any of the criteria.

### 4. Describe how you will use video to drive the content strategy and achieve your client's objectives

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
Your plan included a compelling narrative which clearly demonstrated in-depth knowledge about the effectiveness of video in driving your content strategy. You also highlighted unique and creative approaches towards using video to enhance the customer experience.	Your plan included a compelling narrative which demonstrated your knowledge about the effectiveness of video in driving your content strategy. You also highlighted creative approaches towards using video to enhance the customer experience.	Your plan included some narrative which demonstrated your knowledge about the effectiveness of video in driving your content strategy. You haven't highlighted a creative approach for using video, but your approach was adequate enough to enhance the customer experience.	You included a narrative about video, but it was not clear how this would add value to your content strategy. Also, your approach for using video wasn't adequate enough to enhance the customer experience.	You have not included any narrative or approach about video to show how it can be used to drive your content strategy.	Your knowledge about video content does not reach a standard described by any of the criteria.



### 5. Develop a search strategy that includes an approach that is not directly related to conversion

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
<p>You developed a unique and comprehensive search strategy, which explained how you'd cater to your target audience at different consideration stages. You used the See-Think-Do-Care framework as a basis for describing your approach, ensuring that your plan was not only focussed on conversion. You included a clear and concise narrative which demonstrated your understanding of data signals, contextual search and micro-moments for planning an effective search strategy. You may have also referenced programmatic as part of your strategy.</p>	<p>You developed a comprehensive search strategy which explained how you would cater to your target audience at different consideration stages. You used the See-Think-Do-Care framework as a basis for describing your approach, ensuring that your plan wasn't only focussed on conversion. You included some narrative which demonstrated your understanding of data signals, contextual search and micro-moments for planning a search strategy.</p>	<p>You developed a search strategy which explained how you would cater to your target audience at different consideration stages. You have not used a framework for describing your approach, however, you've ensured that your approach was not only focussed on conversion. You included some narrative about the importance of data signals, contextual search and micro-moments when planning a search strategy.</p>	<p>Your search strategy only catered for your target audiences who are ready to convert. You haven't used any or included a clear narrative to support your plan. You have not demonstrated sufficient knowledge of data signals, contextual search and micro-moments when planning a search strategy.</p>	<p>Your search strategy was not adequately developed and lacked the key elements required by your client.</p>	<p>Your knowledge about search does not reach a standard described by any of the criteria.</p>

### 6. Articulate which display formats you would use to be relevant to your target audience

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
<p>You demonstrated an excellent and in-depth understanding of various, dynamic and creative display formats in your plan. You provided a compelling and comprehensive narrative which describes the types of display formats that would be most suited for your different target audiences, according to their consideration stages. Your plan highlighted how you would leverage the concept of prospecting and retargeting to drive your display strategy.</p>	<p>You demonstrated an in-depth understanding of various display formats in your plan. You provided a clear narrative which describes the types of display formats that would be most suited for some of your target audiences, according to their consideration stages. Your plan highlighted how you would leverage the concept of prospecting and retargeting to drive your display strategy.</p>	<p>You demonstrated some understanding of various display formats in your plan. You provided some narrative which describes the types of display formats that would be most suited for at least one of your target audiences, according to their consideration stages. Your plan highlighted how you would leverage the concept of prospecting or retargeting to drive your display strategy.</p>	<p>You have not gone into sufficient detail to prove your level of understanding of the various display formats available. As a result, you have not clearly stated which formats would be most suited for your target audiences according to their consideration stages. You have not highlighted how you would leverage the concept of prospecting or retargeting to drive your display strategy.</p>	<p>Your display strategy was not adequately developed and lacked the key elements required by your client.</p>	<p>Your knowledge about display does not reach a standard described by any of the criteria.</p>



### 7. Do the ad formats and channels you have selected orchestrate together in an integrated way?

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
You gave some visionary insights and creative suggestions of how to leverage different digital and traditional channels to achieve the campaign objectives. You gave a compelling narrative which highlighted the importance of orchestrating channels to create an effective overall digital strategy and reach your target audience with consistent messaging, regardless of device or media type.	You gave some creative suggestions of how to leverage different digital and traditional channels to achieve the campaign objectives. Your proposal highlighted the importance of orchestrating channels to create an effective overall digital strategy and reach your target audience with consistent messaging, regardless of device or media type.	You gave some good suggestions of how to leverage different digital and traditional channels to achieve the campaign objectives. Your proposal highlighted the importance of orchestrating channels to create an effective overall digital strategy.	You gave some suggestions around creating an integrated function of your digital channels, however this was not convincing enough and lacked the depth required by your client.	Your suggestion for and integrated digital strategy lacked key elements.	Your understanding of how to create an integrated campaign does not reach a standard described by any of the criteria.

### 8. Was the presentation effectively communicated?

Visionary	Professional	On Track	Develop Further	Revisit Required	Overhaul Required
Your presentation was visually engaging and highly informative. You effectively used concisely bulleted text to communicate your ideas, which were supported by excellent visuals and design. Overall it was highly effective in communicating your ideas and arguments in a logical and easy to follow manner.	Your presentation was visually appealing and easy to follow. The mix of visuals and concise text helped effectively communicate your ideas and arguments in a straightforward, easy-to understand and informative manner.	In general, your presentation was good but could have benefited from being more concise (e.g. bullet points rather than long paragraphs of text). Introducing more visuals would have made your presentation more appealing.	In general, your presentation was good, but was a challenging read at times, and lacked visual appeal and clarity. It didn't communicate your business idea in a completely logical or easy to follow manner.	In general, your presentation was hard to follow, lacked visual appeal and felt like a leave-behind rather than a presentation. It didn't effectively communicate your business idea in a logical or easy to follow manner.	Your presentation does not reach a standard described by any of the criteria.