

# Team project instructions

## **Web Marketing and Digital Advertising**

# Marketing campaign plan

## A. Overview

Students working in small teams (max 5 students) will produce a plan for a marketing campaign, and some associated marketing materials. The written report is **NOT** a full marketing plan – the focus is a communication campaign.

A marketing campaign has clear start and end dates and specific, measurable goals so that its success can be evaluated. This is a two-year campaign November 2021 November 2023

The assignment has TWO elements:

1. The full written report and associated marketing materials should be submitted via email by **December 15**
2. Presentation: the highlights of the report will be presented to the rest of the class during class time at the end of the course (**max 15 minutes presentation**).

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## 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.

# Marketing campaign plan

## 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 marketing campaign. They are having troubles with understanding their consumers and the customer journey they follow in order to make their purchases.

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

# Marketing campaign plan

## D. Report Contents / Sections

Your report should include the following sections:

### **Table of Contents**

### **Executive Summary**

#### **1. The company / organization**

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

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## 2. Campaign overview

This section should give a “big picture” overview of the campaign. State the overall campaign objective then list the channels that you have chosen for your campaign – physical stores, website, e-mail marketing, social media services, etc. then **briefly** describe how they will be used. Include a diagram to illustrate how the different tools you chose will work together to meet your overall campaign objective.

# Marketing campaign plan

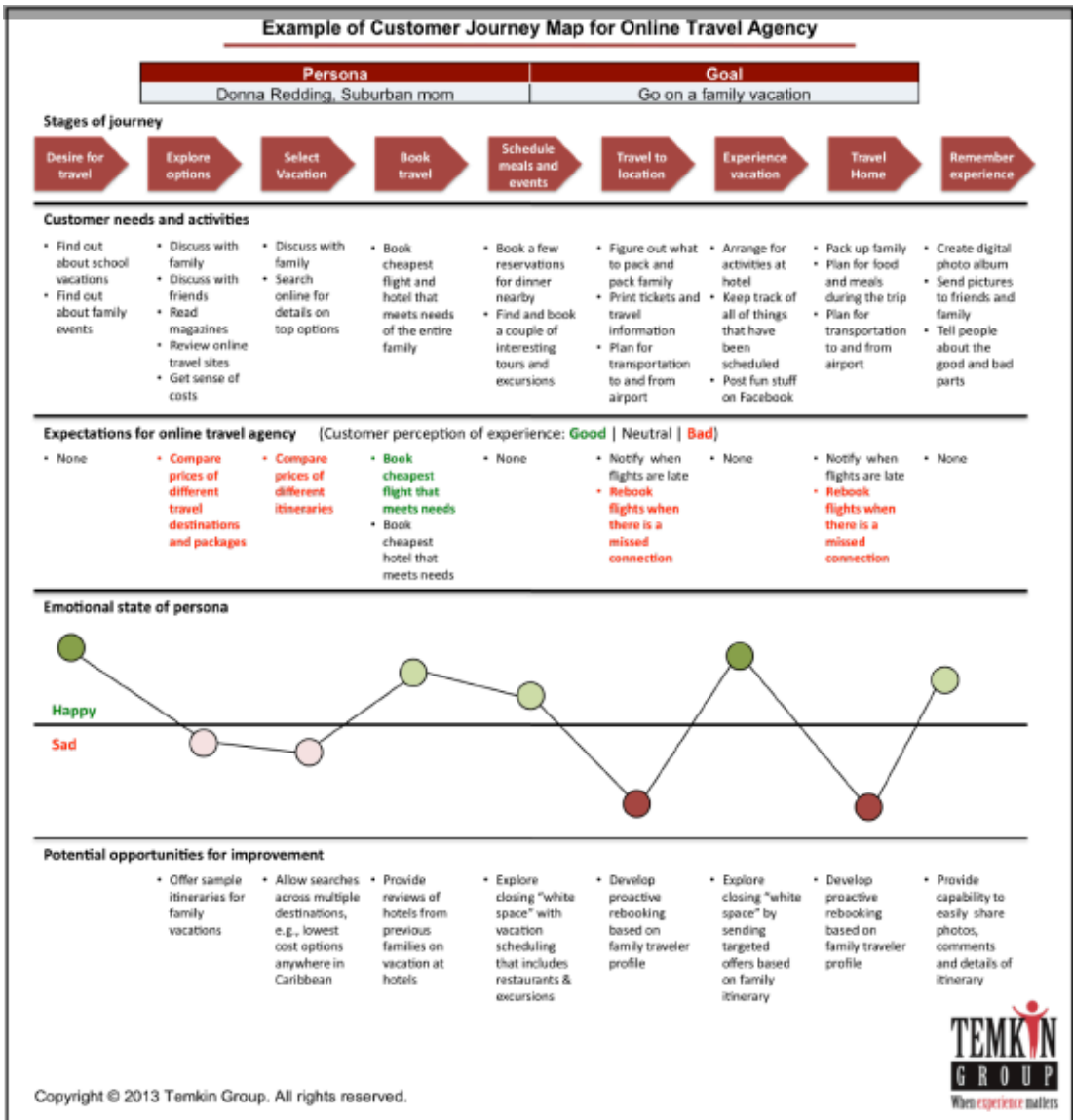
## 3. Target market for the campaign / market research

Based on online secondary source data, you identify a possible target market for your company.

Make your own on-the-field market research submitting an online questionnaire through Google Suite <https://gsuite.google.com/signup/basic/welcome> to at least 50 people in target.

This section should aim to paint a picture of who your customers are, what they like, what they do offline and/or online, how they “mix” offline and online behavior, how often they are online, what devices they use, etc.

# Customer journey





# Marketing campaign plan: market research

This section will include:

- a) A description of the target market customer journey **FOR YOUR CAMPAIGN**. Include the target market demographics and psychographics in this section.
- b) The results of your market research into the offline/online behavior and activities of your target market. Choose two social media sites that you have decided to use explain and justify exactly **why** you have chosen to recommend them and why you feel they will be a good “fit” with 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.

- c) A description and assessment of what 2 of your direct competitors are doing in terms of online marketing activity to reach your target market



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## 5. Implementation

The objective of this section is to explain your “client” how you want to implement your campaign and what your campaign elements will look like and how they will work. You might 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.

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# Marketing campaign plan: **examples**

## **Campaign landing page**

- Describe the structure and the content of your most important campaign "landing page".
- Create a mock-up of the campaign "landing page"
- Write a couple of paragraphs to explain how the elements of the landing page will work, and what results your clients can expect.

## **Blog**

- Describe the aim of the blog
- List the type of contents (videos, images, news, etc.) you want to upload periodically and explain what customer needs they meet
- Write a paragraph or two clearly explaining the objectives for the design of this element and what results your client can reasonably expect.

# Marketing campaign plan: **examples**

## **Email marketing/newsletter**

- Create a sample of the email(s) that you will use
- 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.

# Marketing campaign plan: examples

## Social networking elements

- Create samples of the social networking elements that you have planned for your campaign (e.g. using posts, hashtags, apps, contests, paid media etc.) to show your client how it will work. Include text, images etc. and calls to action on your mock-up.
- If you recommend the use of video you may create a storyboard showing the main screens in your video or actually make the video.
- For each of the two social networks you use, provide at least 2 samples (posts / advertisements / promoted posts etc.)
- 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.

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## 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

**The report has to be at least 100 pages all sections included (cover, outline, executive summary, etc.) and figures and tables included**

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## Marking Scheme - Written Report

	Marks available	Marks gained
Executive Summary	5	
A short description of the company/organization	5	
Current physical and web presence and social media activity	10	
Campaign overview	10	
A detailed description of your target market customer journey and characteristics	35	
The results of your market research. Explanation and justification for your choice of media channels. Quality of research cited (currency, authority, credibility)	20	
Assessment of competitor activity in internet marketing	10	
Campaign goals and methods of evaluation. A list of the goals for your marketing campaign.	20	
Implementation – marketing materials.	25	
Format and report presentation (Table of Contents, referencing, layout, legibility, spelling, grammar etc.)	10	
TOTAL	150	0