



MKT3033 E-Marketing Strategy and Social Media

Student Module Handbook

2016 – 2017

October Start

24 week module

**Business School
Department of Marketing, Branding and Tourism**

Module Leader: Franco Beschizza
f.beschizza@mdx.ac.uk

This handbook can also be accessed via UniHub at: <http://unihub.mdx.ac.uk/>

This handbook is available in large print format. If you would like a large print copy please contact CDS Print Services:

1. **Location:** Room WG22, Hendon campus
2. **Telephone:** 020 8411 5781
3. **Email:** mdx@cds.co.uk
4. **CDS website:** www.cds.co.uk/mdx

If you have other requirements for the handbook, please contact Disability Support Service, disability@mdx.ac.uk, or 020 8411 4945. Other formats may be possible. We will do our best to respond promptly. To help us, please be as specific as you can about the information you require and include details of your disability.

The material in this handbook is as accurate as possible at the date of production however you will be informed of any major changes in a timely manner.

Your module handbook should be read and used alongside your programme handbook and the information available to all students on UniHub including the Academic Regulations and Student Charter.

Table of Contents

1.	Contact Details	3
2.	Aims of the Module	3
3.	Learning Outcomes	3
4.	Attendance	4
5.	Learning Materials & Suggested Texts	4
6.	My UniHub	6
7.	Lecture Programme.....	7
8.	Assessment Scheme.....	9
9.	Assessment Content.....	11
	Assessment 1: Individual: Social Media analysis : (30%):	
	Assessment 2: Group Report on the Situation Analysis of an organisation: (30%)	15
	Assessment 3: Individual Report: Digital Marketing Strategies and Tactics (40%)	20
	Supporting Materials	26

Contact Details

The table below includes the contact detail of the module leader:

Module Leader:	
<i>Room</i>	W116
<i>Telephone Number</i>	020 8411 5735
<i>E-mail address</i>	f.beschizza@mdx.ac.uk
<i>Office Hours</i>	

1. Aims of the Module

The module explains the concepts and tools required to build and maintain an effective E-marketing and Social Media Strategy. The module will discuss E-Marketing and Social media from a strategic perspective as well as focus on specific technologies and tactics.

2. Learning Outcomes

3.1 Knowledge

On completion of this module the successful student will be able to:

1. critically evaluate the role of e-marketing, including Social Media, in an organisations' marketing strategy;
2. apply appropriate digital marketing strategy frameworks in formulating an e-marketing strategy and justify strategic and tactical decisions;
3. compare and contrast different digital marketing technologies and tactics.

3.2 Skills

This module will call for the successful student to:

4. formulate an integrated and comprehensive digital marketing plan for an organisation;
5. demonstrate the ability to identify, critically evaluate and make appropriate use of a range of information from a variety of sources to inform the development of an e-marketing strategy;
6. work effectively and efficiently in teams;
7. write professional business reports;
8. make appropriate use of e-marketing technologies.

Syllabus

- Introduction to e-Marketing
- Core Elements of the Internet Marketing Plan
- Website Design: Navigation, Usability and Content

- Measuring Website Effectiveness and Tracking Customers
- Ethical and Legal Issues in e-Marketing
- Online Promotion Methods and the e-marketing Campaign
- Traffic and Brand Building
- Social Media tools and implementation
- On-line Public Relations

Learning, Teaching and Assessment Strategy

The module will be taught by a combination of lectures and seminars. Teaching will be delivered via lectures and e-lectures, discussing the key conceptual and theoretical ideas in e-marketing. These ideas will be put into practice in workshops. Workshops will provide opportunities for formative assessment, detailed discussions of specialised issues and debates of key issues. The module's online environment will contain all lecture slides and any additional learning material required for the module.

3. Attendance

Attendance is very important on the module. Students need to ensure that they attend all lectures. Anyone falling below the 80% mark will automatically get a grade 20.

4. Learning Materials & Suggested Texts

The module will be supported by the Middlesex University online learning environment (myUniHub), book and journal resources in the library and on the Web. The following books represent indicative reading for this module:

Essential Readings

Chaffey, Dave, and Ellis-Chadwick, Fiona (2012), Digital Marketing: Strategy, Implementation and Practice, 5th Edition, Published by: Pearson, ISBN-10: 0273746103.

Solomon, Michael R and Tuten, Tracy (2014), Social Media Marketing: Pearson New International Edition.

Recommended

Gay, R, Charlesworth, A, and Esen, R, (2007), *Online Marketing: A Customer-Led Approach*, Oxford University Press.

Smith, PR, and Chaffey, D, (2012), *eMarketing eXcellence: Planning and Optimising Your Digital Marketing*, 4th Edition. Routledge, Taylor and Francis Group/

Zarrella, D, (2007) *The Social Media Marketing Book*, O'Reilly Media Inc

Safko, L, (2012), *The Social Media Bible: Tactics, Tools, and Strategies for Business Success*, 3rd Edition, Wiley

General Marketing

For students who have not studied marketing before, an Introductory Marketing Text is also highly recommended.

For a more detailed discussion of Marketing Plans, see:

Marketing Plans – How to Prepare them How to Use Them

By Malcolm Macdonald (2002)

5th Edition (Oxford: Butterworth and Heinemann)

Please note that additional reading material may be provided to you during the lectures.

myKortext: Your Personal eTextbook.

The *myKortext* eTextbook bought for you by the University is a key resource identified to support your studies. The easiest way to access your book is through your module area in myUniHub: <http://unihub.mdx.ac.uk/> via My Learning.

Your personal eTextbook is provided, as part of a pilot scheme, for students enrolled at Hendon in the UK starting a Business or Law School module. It is planned to extend this scheme to all students enrolled at Hendon in the UK for 2015/16.

You will have been emailed a *Kortext* user account to your Middlesex email address. You can also access your *myKortext* bookshelf from www.kortext.com and read your books online or download them to a desktop, tablet or other mobile device. The *Kortext* app is

available on the Apple / Android stores. Help and support for *myKortext* is available in your module area and from your Kortext account:

<http://unihub.mdx.ac.uk/study/mykortext/index.aspx>

Your online reading lists can be accessed from the My Study area of Unihub. They highlight further essential and recommended reading for the module.

There is also an online shop available where you may choose to purchase additional resources to supplement those provided by the University: <http://www.johnsmith.co.uk/middx>

5. My UniHub

You will be able to access useful material related to the module via My UniHub which can be accessed at <https://myunihub.mdx.ac.uk> both on and off campus. Upon logging into MyUniHub, go to the 'My Study page'. Then locate 'My learning portal' and click on MKT3033. Here you can view the module's lecturers slides, submit coursework and, generally, access a range of materials related to the *E-Marketing Strategy and Social Media* Module.

Login details

As a Middlesex student you will be using UniHub on a constant basis. Your login details to access MyUniHub are:

- **Username:** Your ITUser ID – this is the 5 digit code found on the reverse of your student ID card in the format aannn (where 'aa' are your initials and 'nnn' is a system generated number).
- **Initial password:** Your 9 digit student number (including the 'M') and the first three characters of your birth month, e.g. M12345678nov. When you first log in you will be prompted to change your password to something more memorable.

You can find both your IT User ID and your student number on your student ID card.

In case of any problems please log a support call with the web helpdesk:

<http://webhelpdesk.mdx.ac.uk>

6. Lecture Programme

WEEK DATE	WEEK NUMBER	LECTURE	READING
3/10/16	1	Introduction to The Module & Assessment – no seminars	Reading: module handbook
10/10/16	2	Introducing Digital Marketing	Reading: Chapter 1
17/10/16	3	Online Marketplace Analysis: Micro-Environment	Reading: Chapter 2
24/10/16	4	The Internet Macro-Environment	Reading: Chapter 3
31/10/16	5	Digital Marketing Strategy.	Reading: Chapter 4
7/11/16	6	Strategic Planning with Social Media	Reading: Pearson Social Media Marketing Chapter 2
14/11/16	7	Social Consumers	Reading: Pearson Social Media Marketing Chapter 3
21/11/16	8	Digital Communities	Reading: Pearson Social Media Marketing Chapter 4 & 5
28/11/16	9	Social Media Industry Guest Speaker	
5/12/16	10	Social Media Metrics	Reading: Pearson Social Media Marketing Chapter 10
12/12/16	11	Assessment 2 lecture: Revisiting Micro & Macro environmental analysis	Reading: Chapters 2 & 3
Christmas Break			

09/01/17	12	The Internet & the Marketing Mix	Reading: Chapter 6
16/01/17	13	Relationships marketing using digital platforms	Reading: Chapter 6
23/01/17	14	Delivering the Online Customer Experience	Reading: Chapter 7
30/01/17	15	Industry Guest Speaker	
06/02/17	16	Campaign Planning for Digital Media	Reading: Chapter 8
13/02/17	17	Marketing communications using Digital media channel	Reading: Chapter 9
20/02/17	18	Evaluation & Improvement of Digital Channel Performance	Reading: Chapter 10
27/02/17	19	Industry Guest Speaker	
06/03/17	20	Digital Advertising & SEO	Reading list to be provided on Unihub
13/03/17	21	Business to Consumer Digital Marketing Practice	Reading: Chapter 11
20/03/17	22	Business to Business Digital Marketing Practice	Reading: Chapter 12
27/03/17	23	Revision Lecture	
03/04/17	24	No lecture assessment preparation	

Further lecture and workshop details will be confirmed via UniHub and university emails approximately one week prior to lecture date.

7. Assessment Scheme

Formative feedback on in-class tasks and drafts of assessed work will be provided in bookable individual sessions, group workshop and labs.

Summative assessment consists of three components, selected to ensure students demonstrate understanding and application of relevant concepts.

The three assessment components are:

i. Students will work individually develop a report on Social Media marketing for a client. (30% of the overall grade, word limit: 1700 words (+/- 20%). You will work individually to develop an understanding of the social media needs of an organisation through a client interview. **Deadline: Week 11 5pm Dec 15th 2016.** This project work will address Learning Outcomes 3, 5 and 8

ii. **Report on the Situation Analysis of an organisation** (30% of the overall grade, 4000 words [=/- 10%]). In groups, of no more than 5, students will be required to select an organisation and conduct an external and internal analysis from a digital marketing perspective. This will incorporate the use of both online and offline tools to gather information.

Deadline: Week 18 5pm February 23rd 2017. This report will address Learning Outcomes 2, 3, 5, 7 and 6

iii. **Report on the development of Digital Marketing Strategies and Tactics** (40% of the overall grade, 3000 words [+/- 10%]). Following findings from the situation analysis, each student will work individually to develop digital Marketing Strategies and Tactics for the organisation (Week 25). **Deadline: Week 14 5pm April 6th 2017.** This report will address Learning Outcomes 1 to 5, 7 and 8

ASSESSMENT TIMETABLE

Assessment	Weighting	Deadline
1. Assessment 1 – Individual Development of a social medial tool	30%	Academic week 11: Deadline: 5pm Dec 15th 2016 You must submit it electronically via Turnitin
2. Assessment 2 – Group Report on the Situation Analysis of an organisation	30%	Academic week 18: Deadline: 5pm Feb 23rd 2017. You must submit it electronically via Turnitin.
3. Assessment 3- Individual Report on the development Digital Marketing Strategies and Tactics	40%	Academic week 24: Deadline: 5pm April 6th 2017. You must submit it electronically via Turnitin.

Assessment Weighting

Coursework: 100%

Feedback on your assessment

The nature of the feedback shall be helpful, informative, and in line with the learning and development process. Feedback to students will normally be provided within 15 working days of the published coursework component submission date.

Plagiarism

Work presented for assessment must be your own or, when explicitly required, from a recognised project group. Plagiarism is the representation of another person's work as your own. Please refer to the University Guide and Regulations, section F, on 'Infringement of Assessment Regulations - Academic Misconduct' for more detailed information. If you are suspected of academic dishonesty, then the University Guide and Regulations (section F, on 'Infringement of Assessment Regulations - Academic Misconduct') will be followed in handling your case.

Please be aware that electronic text-matching software may be used to check your work. You are encouraged to pre-submit your work via Turnitin and make revisions on the basis of originality reports before finally submitting your work for assessment.

8. Assessment Content

In this section, each assessment will be explained in detail along with the assessment guidelines and marking criteria.

Assessment 1: Identify the role of Social Media within a chosen organisation, undertake social media analysis and provide a report with recommendations for the client: (30%)

Individual project: 30% weighting. Word limit: 1700 words (+/- 20%)

Deadline Academic Week 11: Thursday 15th December 2016 at 5pm

For this assignment you will submit an individual report.

You will work individually to develop an understanding of the social media needs of an organisation through a client interview. You will additionally develop Social Media analysis and recommendations report for your chosen business/client. You are encouraged to choose your own business/company/organisation. This could be a b2b or b2c, service or product based enterprise. Your chosen business should be UK-based. This is an opportunity for you to develop marketing experience and insights within your sector of interest.

This report is split into two sections. Section 1 outlines specific questions you must ask the client. You must ensure all questions are exhaustively completed and are as in-depth as possible. Section 2 requires you to evaluate one Social Media platform of your chosen client according to best practice research, and provide your client with five Social media recommendations. These requirements are detailed below in the Assessment Guidelines.

You are required to submit your work electronically via Turnitin.

Assessment Objective:

This is an opportunity to gain practical insights on the role of a social media within an organisation and learn the challenges of the marketer in managing a social media strategy.

The interaction with a real-life organisation will help you develop consulting skills thus preparing you for employment opportunities.

Assessment guidelines:

Your coursework must include the following format/content:

Title: Identify the role of Social Media within a chosen organisation, implement a social media analysis and provide recommendations for the client

Section 1: The client interview

Please ensure the following questions are completed in full.

1. In which sector do you operate in?

e.g., automotives, publishing, health & fitness?

2. What service or product do you offer?

e.g., restaurant, computers, gym, clothing?

3. What is the size of your organisation?

e.g., how many people work within the company?

4. Who are your primary and secondary target markets?

5. How many departments/divisions does your organisation have? Please specify department names.

e.g., finance, marketing, human resources, sales, customer service etc

6. Do you have a marketing department? If so, how many members?

7. **If yes, do you have a sub-division department for digital marketing? Or is digital marketing integrated within your marketing department? If so, how many members?**
8. **Do you have a sub-division department for Social Media? Or is Social Media marketing integrated within your marketing/digital marketing department? If so, how many members?**
9. **What Social Media platforms are you active on?**
10. **What are your business objectives?**
11. **For what purpose are you using Social Media for your organisation?**
e.g., promotion, research, advertising, sales, analysis, competitor monitoring, customer registration, website traffic, etc
12. **What are your current social media challenges?**
13. **How do you evaluate/monitor your Social Media performance?**

Section 2: Social Media platform analysis

Please select **one** of the Social Media platforms your chosen organisation is active on. You must observe the client's activities on the specific platform for the last three- six months.

Through secondary research on social media best-practice (platform specific), create five recommendations for your client on ways to improve their current social media use. Please ensure your recommendations fit your clients' business objectives as outlined in the interview.

Assessment 1 Marking Criteria: Social Marketing in an organisation

	Criteria	Maximum marks
Overall Presentation	<p>Overall, the report demonstrates written communication skills at a very high level.</p> <p>The material is very fluent, very well-structured (for example, appropriate use of headings, bullet points, tables etc.) which makes the report extremely easy to read and understand.</p> <p>Demonstrates appropriate use and understanding of an extensive range of subject-specific vocabulary.</p> <p>The report demonstrates evidence of meticulous proof reading.</p>	10
Executive Summary and Conclusion	<p>This section is an outstanding example of a professional written executive summary and end of report summary.</p> <p>Overall it demonstrates a comprehensive description and it's brief. It outlines what the report is all about, why it is important, what are the major findings, what more is to be done, how the findings be applied, and why these are being proposed, with additionally focus on best practice tool management within the sector of the client's business.</p>	10
Part 1: Client Questionnaire	<p>Comprehensive coverage of the client questions. A full transcript of the interview must be provided.</p>	20
Part 2A: Social Media Activity Analysis	<p>Report demonstrates accurate and knowledge of a social media platform, and comprehensive analysis of the social media activity over the prescribe timeframe. A clear measurement plan is described with the rational for this approach. Data is clearly layout and labelled with an insightful critique of the data.</p> <p>Points made are relevant and comprehensively supported by relevant, academic or other suitable evidence.</p> <p>The content is informed by a comprehensive range of suitable evidence which is interpreted and evaluated with insight in its application to the context of the work.</p>	25
Part 2B: Social Media recommendations	<p>Recommendations made are relevant to the analysis conducted on the specific Social Media platform and comprehensively supported by relevant industry and academic literature on best practice marketing with arguments based on the evidence presented. Conclusions and/or recommendations are comprehensively supported with arguments based on the evidence presented. The report demonstrates a coherent and very well balanced approach with very good critical analysis/critical thinking and synthesis.</p>	25
Referencing, Glossary and Appendices	<p>A comprehensive range of current references have been used.</p> <p>Referencing is excellent throughout, using the Harvard referencing style very consistently.</p> <p>If included, glossary and appendices are highly accurate and appropriate</p>	10

**Assessment 2: Group Report on the Situation Analysis of an organisation:
(30%)**

In groups of 4-5 individuals: 30% weighting. Word limit: 4000 words (+/- 10%)

Deadline Academic Week 18: February 23rd 2017 at 5pm

For this assignment you will be allocated to a group. You will produce a group report (one report for the whole group).

You will work together as a group to develop your digital marketing ideas for an online business. This could be a digital marketing consultancy business, or it could be a revenue-generating online business or service (e-commerce). It could be a business that already exists, or it could be a business you would like to set up. It could be based in the UK or another country of your choice. The report will set out the situational analysis for your business, including an industry/market review and analysis; the scope, business model and other background information for your consultancy; and the business goals and objectives. These requirements are detailed below in the Assessment Guidelines.

You are required to submit your work to the Uni-help desk. In addition you must submit it electronically via Turnitin.

Assessment Objective:

The development of a situation analysis of an organisation will enhance the students' skills required to successfully compete and work in the digital marketing industry. This assessment additionally prepares students to set-up and establish their own independent digital marketing consultancies or other online business, possibly in their country of origin.

Assessment guidelines:

Your coursework must include the following format/content:

Title: Develop a situation analysis for an online business or digital marketing consultancy in the country of your choice (can be the country of your origin)

1 Executive Summary

A short summary of the business & business opportunities, products/services, USP, marketing objectives, and means to achieve them. (¾ page maximum.)

2 Situation Analysis / Background

2.1 Industry/Market Review and Analysis

- 1) Provide an overview of the current state of your ***industry/market*** following the guidelines laid out on SHEET ONE (SHEETS 1-7 are included as Supporting Material at the end of this handbook). Use at least seven sources for your research, three of which must be online. You must list all your reference sources. See SHEET ONE for some references). (2 pages maximum)
- 2) Provide an outline of all your key **competitors** and provide a ***competitive analysis*** of three of your major competitors following the guidelines set out in SHEET ONE. Once you have assessed your competitors based on criteria chosen provide a brief summary of their online/offline marketing main **strengths and weaknesses** and then **suggest gaps** left by competitors for you to fill. Provide references. (2 pages maximum)
- 3) Provide an analysis of your **target market** (s) following the guidelines set out in SHEET TWO
Describe your ***target market(s)*** fully, using **as many criteria** as possible (see SHEET TWO for such criteria).
Carefully describe your customers' **key needs and benefits** sought when using your site. If your target market is divided into distinct **segments**, state what they are and how you plan to adjust any element of your marketing strategy to reach these different segments.
(1.5 pages maximum)

2.2 Overview of your business

Domain Name(s), Brand Name(s) (if different), and URL. Demonstrate the availability of your chosen domain(s). Provide justification for your selections.

Evaluate hosting options (generic options such as co-location, own servers etc, not individual hosting companies).

Business Scope: Briefly describe the scope of your business (local, national, regional or global) and target market.

Description of Products and Services (clear list of the products and/or services that you will sell, plus other online services like communities, information, research etc)

Statement of your business's **Unique Advantage or Difference or Unique Value Proposition** (USP/UVP) (1 sentence) and Competitive Advantages (Current and proposed) (See SHEET SIX – below)

Revenue Model(s) – brief description of ways in which your online marketing activities will generate revenue, including banner advertising, affiliate programs, selling content, etc.

(2 pages maximum)

3 Goals, Objectives and Measurement Strategy

Set your marketing objectives for the plan: (See SHEET THREE)

You should have at least **five objectives**, all of which should be SMART. Follow the **SMART** guidelines – objectives should be **S**pecific, **M**easurable, **A**chievable, **R**elevant and set within a specific **T**imeframe. Two of your measures can be outputs rather than outcomes. (An example of an output is an advertising campaign; an example of an outcome is a measurable shift in brand awareness amongst the audience as a result of them seeing advertising campaign.) .

Your objectives must include increasing revenue and driving traffic to your site

Objectives to be presented as a bullet point list (1 page maximum)

Provide a **measurement strategy** to assess how well you are meeting your objectives during and after launch (See SHEET FOUR). A measurement strategy will include a detailed list of *WHAT* will be measured, *HOW* these criteria will be measured (using technology, questionnaires, etc) and *HOW OFTEN* elements will be measured or assessed. (1.5 pages maximum)

Identify **all professional services** you will use to build, maintain, and market your business online. (see SHEET FIVE). (List). Justify why you have chosen these companies. (Half page maximum)

Identify all marketing tasks that will be **done in-house**, by you. (List) (Half page maximum)

Assessment grading forms and Marking Criteria

Assessment 2: Group Report: Situation Analysis for a digital marketing consultancy

Criteria for Assessment: *Tutors*, please write comments in the space provided
30% weighting

Assignments which exceed the maximum word limit by more than 10% will be awarded a maximum mark of 40%

	Criteria	Maximum marks
Overall Presentation	<p>This document is an outstanding example of a professional marketing plan.</p> <p>Overall, the report demonstrates written communication skills at a very high level.</p> <p>The material is very fluent, very well-structured (for example, appropriate use of headings, bullet points, tables etc.) which makes the report extremely easy to read and understand.</p> <p>Demonstrates appropriate use and understanding of an extensive range of subject-specific vocabulary.</p> <p>The report demonstrates evidence of meticulous proof reading.</p> <p>Length of each section conforms to specified number of pages.</p>	20
Executive Summary and Situation Analysis	<p>Comprehensive coverage of the requirements listed in the Assessment Guidelines in the module handbook.</p> <p>Executive summary provides a clear summary of the key points in the report.</p> <p>Report demonstrates accurate and detailed knowledge, and comprehensive understanding of the subject matter including dimensions such as the chosen industry, PEST, opportunities and threats, CSFs, stakeholders, competitive analysis, target market(s), business model, positioning strategy, brand values.</p> <p>The content is informed by a comprehensive range of suitable evidence which is interpreted and evaluated with insight in its application to the context of the work.</p> <p>The report demonstrates a coherent and balanced approach with critical analysis/critical thinking and synthesis.</p>	30
Goals and Measurement Strategy	<p>Comprehensive coverage of the requirements listed in the Assessment Guidelines in the module handbook.</p> <p>The measurement strategy shows comprehensive understanding of current approaches to measuring digital marketing effectiveness.</p> <p>Report gives comprehensive justification for the choice of professional services to be used.</p>	20
Application of research	<p>Points made are relevant and comprehensively supported by relevant, academic or other suitable evidence.</p> <p>Conclusions and/or recommendations are comprehensively supported with arguments based on the evidence presented.</p> <p>Conclusions and recommendations are informed by highly perceptive judgement in accordance with the evidence from theories, research, practice and concepts of the subject matter.</p>	20
Referencing, Glossary and Appendices	<p>A comprehensive range references have been used.</p> <p>Referencing is excellent throughout, using the Harvard referencing style very consistently.</p> <p>If included, glossary and appendices are highly accurate and appropriate</p>	10

MKT3033 E-Marketing Strategy and Social Media

Student Name	Student Number
1.	
2.	
3.	
4.	
5.	

Additional Comments Overleaf:

Seminar Tutor – Additional Comments

Total Mark for the submission: _____ /100

Seminar Tutor signature:

Date: / / 2017

Internal Moderator signature:

Date: / / 2017

Internal Moderator – Overall Comments:

Assessment 3: Individual Report: Digital Marketing Strategies and Tactics (40%)

Group coursework: 40% weighting. Word limit: (3000 words +-10%).

Deadline Academic Week 24: Thursday April 6th 2017 at 5pm

You are required to submit your work to the Uni-help desk. In addition you must submit it electronically via Turnitin.

In this assessment, you build on the work that you did in Assignment 2, taking it a step further to develop an e-Marketing Strategy. However, for this assignment, you will work as an individual and produce your own individual report, building on the group work you did for Assignment 1. The task and assessment guidelines are detailed below.

Assessment Objective:

Through studying, reading, researching, attending lectures and previous assessment, students will have enhanced their understanding of how to develop an e-marketing strategy. Assessment 2 emphasised the implementation of industry, competitor and consumer research for the purpose of strategic goal-setting. Assessment 3 is aimed at further developing the understanding of e-marketing strategies through taking students to the next step of the plan, which is implementation. .

Task:

Individuals will develop an e-Marketing Strategy for the brand/business which they analysed in Assignment 2.

Assessment guidelines:

Your coursework must include the following format/content:

The first section in this assignment is Section 3. This is because Sections 1 and 2 were developed in Assignment 2.

Section 3: Implementation Plan

3.1 Strategies and Tactics to Achieve your Objectives

3.1a Design and Usability Factors

Outline the key issues that must be taken into account in order to optimise the design and usability of your business's website. Refer to our lectures for more information for what to consider. Provide a **wire frame** diagram for the home page for your new site.

Provide a short brief (one paragraph) for the graphic design of the site. This should refer to the brand values, target audience, positioning strategy etc.

Outline the content, features, and functionality for the site. **Discuss** and **justify** based on your objectives, the positioning strategy, USP and target market.

Outline an approach for measuring the effectiveness of your website/digital marketing (See SHEET FOUR). This should include how you will monitor the ongoing design and usability, using professional services where necessary

(2 pages maximum.)

3.1b Getting Customers Attention – Driving Traffic to the Site: Search Engine Optimisation

1. Provide a list of the **search engines**, directories, portals in which you plan to be listed. Justify your choice.
2. Outline your search engine listing monitoring and optimisation **strategies**. (In other words, the way you will ensure that you continue to get top rankings and the methods you will use to monitor it. Also, how often you will monitor your web site search engine positions.)

(2 pages maximum)

3.1c Getting Customers Interest, Desire and Action – Driving Traffic to the Site

In this section you will:

1. Outline how your communications/promotions strategy will achieve your stated objects in relation to your **target markets, brand values** and **positioning strategy**...
(Use an Integrated Communications Strategy Model)
2. Outline and justify all online promotional strategies and tactics to be used.
E.g.: Linking Strategies, Banners, E-mail Marketing, etc. Identify each approach as 'paid', 'owned' or 'earned'.
3. Provide the following:
 - a. Mock up of banner ad (line drawing/wire frame)

- b. Wire frame diagram of web page where you will get customers to sign up for your e-mail
- c. Copy (content) for your first e-mail letter.
- d. List of all companies you plan to collaborate with in the first year. Provide a very brief description of each company to demonstrate why it is a suitable collaboration partner.

You should structure this section as follows:

- 1) Explain **what** you will do (e.g.: E-mail Marketing Campaigns – 4 times yearly)
- 2) Justify **why** you have chosen to do it. (Demonstrate that you understand the benefits of each type of promotional method.)
 - I. Demonstrate how it contributes to your **brand values** and **positioning** strategy, how it benefits your **target markets**, and what **objectives** it will help to achieve.
 - II. Identify whether the media used are '**paid**', '**owned**' or '**earned**'.
 - III. State **when or how often** it will be done.
 - IV. If using a **professional service**, state which one.
 - V. Show how each method will be **integrated** with other methods
 - VI. Banner ad
 - VII. Web page wire frame
 - VIII. Copy for e-mail letter
 - IX. List & description of companies you will collaborate with

(4 pages maximum)

<p>NOTE: You must include all of the following: on-line advertising, e-mail marketing, public relations, and collaborative programs (eg: contra deals, co-branding, linking, associates, affiliates etc.). You will need to choose two other methods and justify your choice.</p>

3.1d Generating Revenue

Outline all additional strategies that you will use to generate revenue for your site. If already described above, just provide a summary in this section.

(1 page maximum.)

Section 4: Customer Service, Relationship and Loyalty Plan

1. Briefly outline your customer service and customer relationship management (CRM) strategy.
2. State your strategy for providing excellent customer service.
3. Outline your strategy for generating customer loyalty (e.g.: one-on-one strategies, personalisation, interactive dialogue, rewards, etc)

(1.5 pages maximum)

Section 5: Time Line for Promotion Strategies

- Using a one year chart, show when each type of promotion will be done
- Some forms of promotion will be done more than once over the year (eg: Banners, Email Marketing)
- Some forms of promotion may be done in relation to specific objectives or specific offers (demonstrate)
- Explain the rationale for your timeline

(1 page maximum)

Section 6: The future

1. Provide a brief discussion of what new technologies and features you may add to your web-site in the future as they become widely available. Justify. (Half page maximum)
2. Provide a brief discussion of the options you plan to pursue in the five years after launch. Justify) (0.5 of a page maximum)

For how to best set up your promotional strategy, see SHEET SEVEN below.

Assessment 3: Individual Report on the development Digital Marketing Strategies and Tactics

GRADING CRITERIA

MKT3033 *E-Marketing Strategy and Social Media*

Student Name	Student Number
1.	

Criteria for Assessment: Tutors Please write comments in the space provided

Assignments which exceed the maximum word limit by more than 10% will be awarded a maximum mark of 40%

	Criteria	Maximum marks
Overall Presentation	<p>This document is an outstanding example of a professional implementation plan.</p> <p>Overall, the report demonstrates written communication skills at a very high level.</p> <p>The material is very fluent, very well-structured (for example, appropriate use of headings, bullet points, tables etc.) which makes the report extremely easy to read and understand.</p> <p>Demonstrates appropriate use and understanding of an extensive range of subject-specific vocabulary.</p> <p>The report demonstrates evidence of meticulous proof reading.</p> <p>Length of each section conforms to specified number of pages.</p>	20
Strategies and Tactics to Achieve Objectives	<p>Comprehensive coverage of the requirements listed in the Assessment Guidelines in the module handbook.</p> <p>Demonstrates an excellent understanding of the issues relating to site design and optimisation of usability.</p> <p>Provides a comprehensive justification for proposed website content and features.</p> <p>Demonstrates excellent understanding of the promotional methods to be used and how they can be integrated with one another.</p> <p>Provides a comprehensive rationale for using each promotional method, with reference to objectives, brand values, positioning strategy, target market, competitors, etc.</p> <p>Demonstrates an excellent understanding of approaches to measuring effectiveness of online marketing.</p>	30
Customer Service, Relationship and Loyalty Plan	<p>Comprehensive coverage of the requirements listed in the Assessment Guidelines in the module handbook.</p> <p>Shows evidence of comprehensive research into what keeps customers coming back to a site.</p> <p>Demonstrates excellent understanding of customer service and CRM strategies and tools (for gaining and keeping customers) in a digital context.</p>	15

Time Line	Excellent rationale for timeline of promotional strategies.	5
The Future	Excellent discussion of what technologies and features may be available and added in future, demonstrating comprehensive awareness of technological developments and their implications.	10
Application of research	Points made are relevant and comprehensively supported by relevant, academic or other suitable evidence. Conclusions and/or recommendations are comprehensively supported with arguments based on the evidence presented. Conclusions and recommendations are informed by highly perceptive judgement in accordance with the evidence from theories, research, practice and concepts of the subject matter.	10
Referencing, Glossary and Appendices	A comprehensive range references have been used. Referencing is excellent throughout, using the Harvard referencing style very consistently. If included, glossary and appendices are highly accurate and appropriate	10

Additional Comments Overleaf:

Seminar Tutor – Additional Comments

Total Mark for the presentation: _____/100

Seminar Tutor signature:

Date: / / 2017

Internal Moderator signature:

Date: / / 2017

Internal Moderator – Overall Comments:



Marketing Plans

Supporting Materials

SHEET ONE INDUSTRY ANALYSIS AND COMPETITOR ANALYSIS
--

Part One: Industry Analysis.

Your industry analysis should include the following 5 sections:

1. Industry Classification, Definition, Size and Growth Rates, Major Trends, and Expected Events

Your industry overview should provide some, if not all of the following information:

- 1) A way to define the industry and where your business and website will fit in.
- 2) Size of the industry in terms of the number of players, number of customers and volume of sales (by units or £)
- 3) Geographic dispersion and/or concentration of your industry
- 4) Annual Growth rate of industry
- 5) Reasons for/against growth.
- 6) General description of the client/user/customer.
- 7) General structure of the industry – how business is conducted, where it is conducted, etc.
- 8) Current and possible future trends and events affecting the industry.

2. Business Environment

The environment in which a business operates is made up of political, legal and regulatory forces; economic conditions and trends, socio-cultural factors and technological advances and processes. Each of these forces can present both opportunities and threats to the business, so managers need to identify and prepare for them. For your industry analysis, identify the PEST factors that **might affect your business** or your customers' willingness and ability to purchase from you.

Key **Political** Factors that may affect your industry: Sector Regulation, Privacy Rules, Health and Safety Regulations, Product Regulation; Taxation, Employment and Environment Regulation. Identify current and planned regulation, as well as the ongoing debate and points of view.

Key **Economic** Factors: Business Cycles, disposable income; gross national income; Gross National Product (GNP); inflation; interest rates; investment; prices; productivity; unemployment and wage rates. Identify which economic factors will affect your business and the willingness and ability of your clients to use your services. Identify current economic conditions and five year trends.

Key **Socio-Cultural** Factors: Attitudes towards your product category; general changes in consumer attitudes, values and lifestyles that could positively or negatively affect you; consumerism; income distribution; levels of education; demographics; social mobility and values; ecological issues. Identify other lifestyle, demographic, and cultural factors that pose opportunities and/or threats.

Key **Technological** factors: New processes and technologies, general adoption of technology in society. Stages in adoption process of your customers. Identify new and potential technologies that pose opportunities/threats to your industry/therapy.

3. Opportunities and Threats

From your review of the industry and business environment, summarise the key opportunities and threats to your proposed business/web site. Be as specific as possible. Suggest how you will deal with them.

4. Key Success Factors

Key Success Factors determine the financial and competitive success in the industry in general, not so much your specific business. Businesses can gain competitive advantage in an industry by concentrating on one or two Key Success Factors. Describe the Key Success Factors in your industry under the following headings or other headings that you deem relevant and important.

Skills/Training related: eg: Having certain type of training, having certain combinations of training (business/management skills, teaching and training skills; technology, human resource skills, etc). Ongoing training, affiliations, associations, networks.

Technology related: eg: Access to and/or use of certain technologies such as the internet, mobile communications, business management software, computer systems. Knowledge or certain processes/practices. Research. Innovation.

Distribution related: eg: Location(s), ability to provide service swiftly when needed. Ease of ordering/buying offered. Speed of delivery. Individual network advantages. Cost advantages.

Marketing related: Design, layout, image, brand, service offerings, price, payment systems, service, products offered, promotional, selling skills, customer (target market) related.

Other: Identify all other factors that you view as important to making your businesses in your industry successful.

5. Stakeholders

Stakeholders are any individuals, groups, or organisations that will be affected by or affect your business. They may include:

Investors/Shareholders	Suppliers	Government
Employees	Training Establishments	Media
Clients/Customers	Special Interest Groups	Competitors
Alliance/Network Partners	Associations	

State how any or all of the above may affect your industry and your business and how. View both positive and negative effects.

Part Two: Competitor Analysis

Competition from your on line business can be *direct* or *indirect*. It can also be *current* or *potential*. **Direct competition** could include other companies offering the same products and

services as your site in an on-line environment as well as in an offline environment. **Indirect competition** includes other ways that clients may seek to deal with their particular need in addition to those listed above. You will need to be creative in defining and identifying both your direct and indirect competition; your current and potential competition.

For this section of the marketing plan, you will need to:

- a. List all your key direct and indirect competitors, and
- b. Rate the sites you consider to be your **top three competitors**. In order to rate the sites, you will need to create a **checklist** of factors to assess their sites. (*See checklist used in Week Three classroom exercise as an example*) Include the original checklist and the three completed checklists in your appendix.
- c. Once you have completed the checklists, provide a summary of the key strengths and weaknesses of your competitors and a “**gap**” **analysis** – areas that your competitors are not doing a good job or parts of the market they are not covering which YOU could cover. State your competitive advantage again at this point.

In order to help you find your competitors and decide what factors to look for, please refer to some or all of the following references:

A. TIPS TO GET YOU STARTED – Finding your Competitors

1. Book/Text References

- a) The following is a list of directories and publications that give industry and market information, research reports by sector, and information on your competitors. Most of these sources can be found in the University Library.
- a) *Kelly's Business Directory* (East Grinstead: Reed Information Services) – 82,000 companies listed in this database.
- b) *KOMPASS Register* (East Grinstead: Reed Information Sources) – more detailed information on over 44,000 companies.
- c) *Major UK Companies* (London: Financial Times, annual)
- d) *Key British Enterprise* and *Europe's Major Companies Directory* (London: Euromonitor, annual).
- e) *The Worlds Major Companies Directory* (London; Euromonitor).
- f) *Who Owns Whom* (Annual) (High Wycombe; Dun and Bradstreet International, Ltd) – guide to the ever changing ownership of companies and brands.
- g) *Dun and Bradstreet Registers* (High Wycombe; Dun and Bradstreet International, Ltd)– 30 volumes with detailed company information
- h) *FAME* –financial information database on over 100,000 UK private and public companies. Available on CD-ROM at most University libraries.
- i) *FT Extel* – part of the FT Group; provides financial and marketing information on companies around the world.
- j) *Standard and Poor's Register of Corporations* – a key American service.
- k) *Key Business Ratios* (High Wycombe: Dun and Bradstreet International, Ltd, 1997) – a guide to British business performance.

Sources of secondary data on industry and market trends are:

1. **Key Note Market Research Reports** (London; ICC) – industry and market sector reports with background, trends, prospects, and major companies. Available most University libraries.
2. **Market Intelligence** (London: **Mintel** Information Group)-Mintel produces detailed research reports on key market sectors such as FMCG, consumer durables, leisure and retailing. They also do special subject reports each year (e.g.: “The gardening market”) and detailed financial reports on major companies. Mintel reports are available on CD-ROM at most University libraries..
3. *Economist Intelligence Unit* publications –market reports by sector such as the automotive sector.
4. **Euromonitor Reports** – market reports for Europe and international such as the *European Marketing data and Statistics (1997)*; *Market Research: Great Britain*; *Market Research: Europe*; and *Market Research: International*.
5. *Organisation for Economic Co-operation and Development* (OECD)- publishes economic and market reports on member countries
6. *Industrial Performance Analysis: A Financial Analysis of UK Industry and Commerce* (Hampton; ICC Group, Ltd) – financial analysis of 27 major UK industries.

TIPS TO GET YOU STARTED – What to look for when critiquing your competitors' sites.

Once you have found your competitors websites, you will need to decide how to evaluate the site. Keep in mind that you are building a marketing plan so you want to consider all

elements of your competitor's sites that demonstrate either good or bad marketing practices. In order to help you build your checklist of factors, review the materials we covered in lecture three - Site Design, Usability and Marketing.

TYPES OF QUESTIONS TO ASK – Tips

Below are a few ideas for what you might put on your competitor analysis checklist:

1. Layout of site
2. Amount of Information
3. Speed of Download
4. Ease of Use (Usability)/Navigation tools
5. Mentions of Future Plans
6. Affiliates and Links
7. Sources of Revenues
8. Customer Services
9. Ease of Contacting Live Person
10. E-mail options
11. Range of Products and Services
12. Sufficient Product Information
13. Ease of purchase and check-out procedures
14. Ease of finding full price including delivery
15. Speed of delivery
16. Customer return and customer service policy
17. Updated, interesting content.
18. Security/Privacy Policy
19. Any hidden charges
20. Price Comparison
21. Finance Options

SHEET TWO TARGET MARKET ANALYSIS

For this section of the marketing plan, you will need to describe your target market(s). Target markets can be defined in a number of ways:

- a) Geographic – where your customers live or are located
- b) Demographic – the age, gender, income, education, stage in family life cycle, social group, ethnic background, etc.
- c) Psychographic – lifestyle, values, attitudes, opinions
- d) Stage in the Buying Process – Not aware, Aware, Interest, Information Search, Evaluation of Alternatives, Purchase, Post-Purchase, Re-Purchase, Complaint
- e) Benefits Sought
- f) Usage Rate – Heavy User, Medium User, Infrequent User, Non-User
- g) Stage in Adoption Process – Innovator, Early Adopter, Early Majority, Late Majority, Laggard

In the Internet era, we talk about one-to-one marketing. But remember, we still need to know as much about the consumer as possible so that we can best meet their needs.

Try to describe your target market(s) and market segments **in as much detail as possible** using some if not all of the **criteria** listed above. You may have to speculate at times, but provide a solid rationale for your argument.

SHEET THREE SETTING GOALS AND OBJECTIVES

Objectives

You will need to identify **four to seven key objectives** for your marketing plan.

Objectives should be stated in terms of the outcomes expected from the marketing plan and from the promotional tools to be used.

A. Marketing objectives should include one or more of the following:

Examples:

1. Increase revenues by x% or x£ within the next year
2. Increase sales by x%, x£ or by unit volume by July 2002.
2. Increase profit by x%, or by x£ within the next financial year.
3. Increase market share by x% in 2001/2002.

In addition to revenue, sales, market share, and profits, marketing plan objectives should include one or more of the following promotion related objectives:

4. Build brand awareness (web site awareness)
 - Increase traffic
 - Sell products/services
 - Remind/reinforce/build loyalty
 - Inform of/demonstrate product benefits and attributes
 - Encourage brand switching
 - Establish and build distribution

B. Objectives should be both quantitative and qualitative.

Quantitative objectives follow the **SMART** format. **S**pecific, **M**easurable, **A**chievable, **R**elevant and be set within a **T**ime frame for achievement.

Quantitative objectives can relate to number of clients (volume of sales), revenues, market share, profits, practice awareness, etc.

Qualitative objectives reflect the philosophy that is driving your efforts and to less measurable objectives.

- Eg:
- Build brand awareness
 - Contribute to the local community
 - Develop a culture which fosters innovation
 - Develop a culture which is honest and demonstrates integrity.
 - Provide superior service and follow-up

SHEET FOUR MEASURING MARKETING EFFECTIVENESS

A range of methods and software exist to monitor your site users and to measure the effectiveness of your marketing and promotional campaigns. The key is to begin with goals and objectives and then design your metrics to determine to degree to which you are meeting those objectives. Metrics should be determined at the same time the site is being designed.

I. **Determine WHAT you will measure.**

Some of the factors you may wish to measure are:

6. Site Traffic
7. Hits
8. Page views
9. Visits
10. Av. Time on site (stickiness)
11. Number of visitors
12. Where visitors came from (search engines, referring site, affiliates)
13. Path through site
14. Most popular pages
15. Most popular entry and exit pages
16. Av # of pages views (HTML) per visit
17. Day of week, time of day, hour
18. Total # of new visitors and repeat visitors
19. Most common visitors by IP address
20. Most popular regions of world/country/org.
21. Type of browser used
22. Type of operating system
23. Bad URL requests
24. Bad links from other sites
25. Most common HTTP responses (e.g. 200 series ok; 300 series indicates a problem; 400-500 error messages)

Promotional and Selling Activities

- Effectiveness and profitability of:
 - .e-mail marketing
 - .banner advertising
 - .sponsorships
 - .affiliates
 - .publicity/P.R.
 - .other promotion.
- Cost of customer acquisition
- .% of visitors by promo technique
- .# of items sold
- Revenues per item/order
- Orders per visit/page view
- Revenue per visit/customer
- Items per order
- Revenue per referring site
- Word searches on site
- Track sales by department, category, manufacturer, product
- Conversion rate

Evolution of the customer base

1. Growth in visitors to Web site
2. Visitor churn rate
3. Visualization technique: the customer life-cycle funnel
4. Growth in number of customers
5. Customer churn rate

Evolution of visitor behaviour

6. Visit depth: growth in pages viewed per visitor
7. Growth in purchases per visit per customer
8. Growth in total revenue of purchases per visit
9. Proportion of abandoned carts
10. Evolution of customer lifetime value

Participation in loyalty-related activities

11. Percentage of customers participating in a customer-loyalty program
12. Percentage of customers participating in referral programs
13. Response rates to online surveys
14. Response rates to direct marketing offers
15. Growth rate of the personalization index

II. Determine HOW you will go about monitoring these factors.

Consider:

- Use of software
- Use of professional services and which ones (eg: most web hosting companies can provide this a lot of information on visitors to your site).
- In-house methods.
- Focus Groups, Surveys

3. Determine HOW OFTEN each metric will be measured/assessed.

<p style="text-align: center;">SHEET FIVE PROFESSIONAL SERVICES</p>

Following is a list of some of the professional services that you may wish to employ during various stages of your marketing plan and implementation. This is by no means a complete list, so do further research into other potential services and software that may be of help.

- Web Site Design
- Domain Name Registering Company
- Web Hosting Service
- Search Engine Positioning and Optimisation Assistance
- Content Providers
- Merchant Bank Account Companies (Provider for Online Transactions)
- Web Benchmarking and Measurement Services
- Advertising and Design Agencies
- Media Buying and Placement Services
- Public Relations Specialists

SHEET SIX

UVP, Competitive Advantages, Brand Values and Positioning

A **Unique Value Proposition** - UVP (also known as Unique Selling Proposition – USP or Internet Value Proposition IVP) is what makes your product-service offerings unique and better than those of your competitor. You should be able to state your UVP in one or two sentences maximum. Some of the more “run of the mill” UVP’s claim to have “better quality” or “better prices” or “Better service”. If this is going to be your UVP, then you had better demonstrate that it can be achieved. However, a better UVP will be more unique, truly offering something that the competitors do not offer or do not do as well as you will do. Be a bit more creative than better price, better service, and better quality. Your USP will of course be part of your **competitive advantages**, but your competitive advantage (s) will be often more than what the customer can see. For example, one of your competitive advantages might be faster delivery than your competitors (this is something the customers can experience), however in order to achieve this, you might have invested in a new logistics system to make your delivery more efficient and accurate (something your customers might not necessarily see). So competitive advantages can be things that your customers see and experience as well as things that you do to your business to make it better in some way – cost, efficiency, service, etc., than the competition. Be creative and thoughtful here, but not fanciful. Be sure it is something you can deliver.

Your **brand values** will drive your promotional strategy. Your brand values are what you want the customer to think of as well as to experience when doing business with your company. They will be built upon your USP and competitive advantages, but will be more extensive in describing what your company stands for and what kind of experience the customers will have. (See Branding and Communications Lecture materials and readings).

The outcome of your **positioning strategy** is how consumers will view your company and product lines in relation to your key competitors along one or more key dimensions. These dimensions might be, for example:

High price-----Low Price

Depth of Product Range-----Few Products

Top of the Line Products ---- Value for Money Products

Basics in Category-----Top of the Range in Category

The dimensions might also be experiential and emotionally based.

Branded/Aspirational ----- Basics in Category (No Brands)

A good strategy will tie together your UVP, competitive advantages, brand values and positioning strategy. They should be clearly linked and highly related.

For more information on these concepts, please consult your marketing resources

SHEET SEVEN PROMOTIONAL STRATEGY - FRAMEWORK

In setting out your promotional strategy, I suggest that you use the following format:

PROMOTIONAL METHOD ONE:

- a. eg: **E-mail Marketing**

Describe what the tool is and how you will use it. Provide details such as how often, to whom, via what list, etc. Provide an example of your email newsletter.

- a. How Brand Values, Positioning Strategy and/or UVP will be conveyed using this promotional Method.

Explain how the above will be conveyed in your chosen promotional tool.

- b. Which marketing/promotion goals this tool will contribute to achieving.

State which goal or goals will be achieved by the use of this tool (eg: This tool will help achieve customer retention and)

- c. How the success of this method will be measured.

PROMOTION METHOD TWO:

- a. eg: **Linking Strategy**

Describe how you will develop a linking strategy, specifically what sites or types of sites you will link with, etc.

- b. How Brand Values, Positioning Strategy and/or UVP will be conveyed using this promotional Method.

Explain how the above will be conveyed in your chosen promotional tool

- c. Which marketing/promotion goals this tool will contribute to achieving.

State which goal or goals will be achieved by the use of this tool (eg: This tool will help achieve customer retention and)

- d. How the success of this tool will be measured.

This format should be used for EACH promotion tool you choose. Remember, for this marketing plan, I am only asking you to discuss on-line methods of promotion, although most companies today would use both offline and online promotional strategies.

Make sure to discuss how you will integrate your Strategy using Integrated Marketing Communications.