

1. Project Purpose (2 points)

The purpose of this project is to develop and execute a comprehensive digital marketing campaign for the launch of XYZ Product. This campaign aims to increase brand awareness, generate leads, and drive sales by leveraging online marketing channels such as social media, email marketing, content marketing, and pay-per-click advertising. The ultimate goal is to position XYZ Product as a market leader in its category within six months of launch.

2. Project Objectives (1 point)

- Achieve a 20% increase in website traffic within three months.
- Generate 5,000 qualified leads through digital channels within the first six months.
- Achieve a 15% conversion rate from leads to customers.
- Increase social media engagement by 25% across all platforms.
- Attain a return on investment (ROI) of at least 150% from the digital marketing efforts.

3. Project Scope (2 points)

In-Scope:

- Development of a digital marketing strategy tailored to the XYZ Product.
- Creation of content for social media, blogs, emails, and ads.
- Management of social media accounts (Facebook, Instagram, Twitter, LinkedIn).
- Execution of email marketing campaigns.
- Implementation of pay-per-click (PPC) advertising on Google and social media platforms.
- Performance tracking and analytics reporting.

Out-of-Scope:

- Offline marketing efforts such as print media and billboards.
- Development of the product website (assumed to be handled by another team).
- Customer service and support post-launch.

4. Key Stakeholders (1 point)

- **Project Sponsor:** Jane Doe, Chief Marketing Officer
- **Project Manager:** John Smith, Senior Marketing Manager
- **Marketing Team:** Content creators, social media managers, email marketing specialists, PPC specialists
- **Sales Team:** Sales representatives, lead managers
- **IT Team:** Web developers, analytics specialists
- **Customers:** Target audience for XYZ Product

5. High-Level Requirements (1 point)

- Develop a digital marketing strategy document.
- Create and approve a content calendar.
- Set up and configure analytics tools (Google Analytics, social media insights).
- Design and execute email marketing workflows.
- Plan and launch PPC campaigns.
- Regularly monitor and report campaign performance metrics.

6. Assumptions and Constraints (1 point)

Assumptions:

- The product website will be fully functional and optimized for marketing purposes by the launch date.
- The marketing team has access to necessary tools and platforms (e.g., CRM, email marketing software).
- Stakeholders will provide timely feedback on marketing materials and strategies.

Constraints:

- The total budget for the campaign is limited to \$100,000.
- All marketing activities must comply with industry regulations and privacy laws (e.g., GDPR).
- The project must be completed within six months.

7. Milestones (1 point)

- **Project Kickoff:** June 1, 2024
- **Strategy Development Completed:** June 15, 2024
- **Content Calendar Finalized:** June 30, 2024
- **Campaign Launch:** July 15, 2024
- **Mid-Campaign Review:** September 15, 2024
- **Campaign End:** December 1, 2024
- **Final Report Submission:** December 15, 2024

8. Budget Overview (1 point)

- **Content Creation:** \$20,000

- **Social Media Management:** \$15,000
- **Email Marketing:** \$10,000
- **PPC Advertising:** \$40,000
- **Analytics and Reporting:** \$5,000
- **Contingency:** \$10,000

Total Budget: \$100,000