# End of course project overview

Congratulations on making it to the last section of the course.

Coming up, you will complete a series of scenario-based activities. The purpose of these activities is to demonstrate your ability to apply the concepts you've learned throughout the Google Digital Marketing & E-commerce Certificate to a roleplay scenario.

Scenario Overview

The Sinclair Verde Lamp Company is an in-store furniture retailer based in Phoenix, Arizona. What makes their company unique is that they are committed to reducing waste by transforming unwanted products into lamps in a process known as "upcycling." A portion of each sale they make is donated to non-profit environmental support groups.
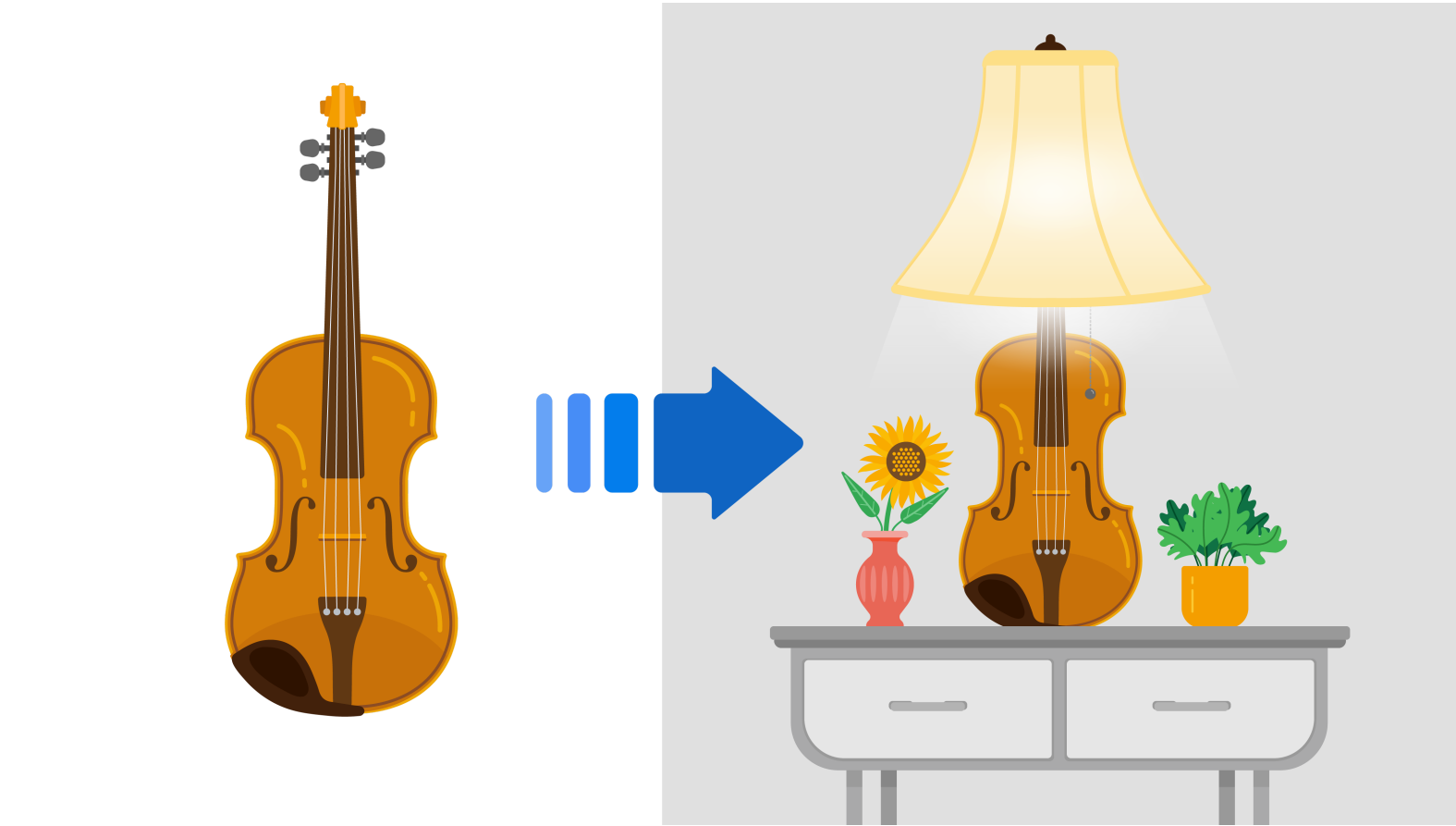
Recently, the company created an online store. Their overall goals for their online store are to create awareness of their brand and drive visits to their physical store.

To help achieve their goal, they've enlisted the help of Good Mercury Marketing—a digital marketing and e-commerce agency where you work as an entry-level employee—to create a digital marketing strategy plan.

Digital Marketing Strategy

The key details of the plan are listed in the table below:

Business Objective	Good Mercury Marketing will launch advertisements and create posts for Sinclair Verde Lamp Company's products on social media to improve brand awareness. They will also optimize their product listings on Google Shopping to improve sales.
Customer persona	Tanya Ricoma is a 36-year-old mother of two who lives in San Francisco, California. She cares about environmental issues like recycling and waste reduction. Tanya's hobbies include interior decorating and collecting creative art on a budget.
Target Market	Sinclair Verde Lamp Company targets customers between the ages of 30 and 55 in the United States and Canada. These individuals care about home decor and style. Social media activity has increased amongst these individuals during the start of the global pandemic.
Total Spending Budget	$ 1000 per Month
Tools	Twitter YouTube Email Google Ads Google Shopping Google Analytics Shopify
KPIs	Lead conversion percentage Number of new customers
Metrics to observe	Share rate Key post or hashtag reach Link clicks
Desired outcome	Create three times the amount of first time online buyers as the percentage of in-store first time buyers.

Coming up

Your role is to support digital marketing and e-commerce efforts. Coming up, you will be asked to complete specific tasks to achieve your client's marketing and sales objectives, including pre-launch and post-launch duties.

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