Digital Marketing Portfolio: Campaign Planning

As you approach the conclusion of your digital marketing journey with us, this is truly just the beginning of your professional adventure. It's time to apply the skills you've gained and bring your knowledge to life. This module is designed around a scenario to guide you step-by-step, helping you develop a comprehensive digital marketing campaign plan. You will execute the plan, analyse the results, and reflect on your achievements. The portfolio consists of twelve activities, each incorporating key elements of the course to ensure a well-rounded and practical learning experience.

1. **Portfolio Activity 1:** Introduction
2. **Portfolio Activity 2:** Applying SWOT analysis
3. **Portfolio Activity 3:** Create SMART goals for EcoShop
4. **Portfolio Activity 4:** Buyer Personas
5. **Portfolio Activity 5:** Selecting Digital Marketing Channels
6. **Portfolio Activity 6:** Developing EcoShop's Content Strategy
7. **Portfolio Activity 7:** Content Calendar
8. **Portfolio Activity 8:** Creating a Customer Journey Map for EcoShop
9. **Portfolio Activity 9:** Identifying and Analysing KPIs for EcoShop
10. **Portfolio Activity 10:** Representing and Analysing Data
11. **Portfolio Activity 11:** Campaign Optimization
12. **Portfolio Activity 12:** Reflecting on EcoShop's Campaign Success

Instructions

- **Portfolio Activities**
  - Read each scenario and portfolio activity carefully.
  - Answers should be concise and provide insightful information.
  - Make use of the [template](#) provided to guide you, and ensure that your content is neatly presented.
  - For document formatting please make use of font size 11 and line spacing of 1.5.

- **File Type and Submission**
  - Your file upload should be in **PDF format** and use the following naming convention:
    - Name_Surname_M12_DGM Portfolio
    - Example: Jamie_Jones_M12_DGM Portfolio

- Upload your assignment as a PDF file to the **Module 12 folder** in GitHub.
- This is a graded assessment and makes up 50% of your total score for the course.

Grading

The following assessment criteria will be used to grade your submission:

- 0 - Failed to submit
- 1 - Limited
- 2 - Basic
- 3 - Proficient
- 4 - Advanced
- 5 - Exceptional

The following assessment criteria will be used to grade your submission:

- Depth of reflection
- Application of concepts
- Evidence of growth
- Clarity and organisation
- Digital Marketing insight
- Digital Marketing Campaign Plan

Please see the rubric below for detailed explanations of each criteria and the accompanying score.

Rubric

The task total will be a score out of 20

Criteria	1	2	3	4	5
	Limited	Basic	Proficient	Advanced	Exceptional
Depth of Reflection	Provides minimal reflection on learning experiences.	Offers some reflection on learning experiences, but lacks depth or self-awareness.	Demonstrates thoughtful reflection on learning experiences, showing insight and self-awareness.	Shows in-depth and insightful reflection on learning experiences, demonstrating profound self-awareness and critical thinking.	Provides exceptionally deep and insightful reflection on learning experiences, showcasing exceptional self-awareness and critical analysis.

Application of Concepts	Demonstrates little to no application of key concepts to real-life situations.	Applies some key concepts to real-life situations, but connections may be superficial or unclear.	Effectively applies key concepts to real-life situations, demonstrating understanding and relevance.	Applies key concepts adeptly to real-life situations, showing nuanced understanding and insightful analysis.	Applies key concepts masterfully to real-life situations, demonstrating exceptional insight and creativity.
Evidence of Growth	Provides minimal or vague evidence of growth as a digital marketer.	Offers some evidence of digital marketing growth, but examples may be limited or lacking detail.	Presents clear and concrete examples of growth as a digital marketer, supported by relevant evidence.	Provides compelling and detailed examples of growth as a digital marketer, supported by strong evidence.	Offers compelling, detailed, and extensive examples of growth as a digital marketer, supported by robust evidence.
Clarity and Organisation	Writing is unclear and poorly organised.	Writing is somewhat clear, but organisation may be inconsistent or disjointed.	Writing is clear and well-organised, with logical progression of ideas.	Writing is highly clear and well-organised, with seamless flow of ideas and transitions.	Writing is exceptionally clear and well-organised, with impeccable structure and coherence.
Digital Marketing Campaign Plan	Provides a vague plan for campaign strategy, lacking substance.	Outlines a basic plan for the campaign, but lacks specificity or comprehensiveness.	Develops a clear and meaningful plan for campaign strategy and implementation.	Develops a comprehensive and well-thought-out plan for campaign strategy, addressing potential challenges and opportunities.	Develops an exceptional, comprehensive, and innovative plan for campaign strategy, demonstrating foresight, strategic thinking, and innovative ideas.