

Scenario

Driving Sales for RadiantSkin Co. through Social Media

RadiantSkin Co., a premium skincare brand, is currently not present on social media and wants to establish a digital presence to drive sales for its range of skincare products. They are seeking to develop a targeted social media advertising campaign to promote their products and engage with potential customers.

Your task as a **Digital Marketer** is to strategically decide on a target audience, select the most effective social media platform for your campaign, and design a compelling visual advertisement to attract and convert potential buyers.

As a **Digital Marketer**, your role involves conducting research to understand RadiantSkin Co.'s potential audience, identifying the best social media platform to reach that audience, and creating a visually engaging ad that aligns with the brand's image. This requires an understanding of consumer behaviour, social media trends, and how to optimise content for maximum engagement and conversion. Your expertise will guide the company in effectively establishing a digital presence and driving sales.

Key Role of the Digital Marketer: As a digital marketer, your responsibility is to not only craft a visually appealing ad but also ensure that it is strategically aligned with the needs and preferences of the target audience. You'll select the most effective platform based on your understanding of audience behaviour and platform engagement metrics, ensuring that RadiantSkin Co.'s campaign is optimised for success. Your expertise in tailoring content to different platforms and audiences will drive sales and help the brand establish a meaningful digital presence.

Instructions

- Read the scenario and answer the questions that follow.
 - Your answers should not exceed a paragraph of more than 120 words per question.
 - Include an advertisement image at the end of your assignment, and ensure the quality of the image inserted is clear.
 - Your file upload should be in PDF format and use the following naming convention:
 - Name_Surname_M2_Assignment
 - Example: Jamie_Jones_M2_Assignment
 - Upload your assignment as a PDF file to the **Module 2 folder** in GitHub.
- This is a graded assessment and makes up 10% of your total score for the course.

Questions

Your assignment includes the following 3 steps:

1. Choose a Target Audience:

Demographics: Define key demographic factors such as age, gender, income level, and lifestyle. Consider who would most benefit from RadiantSkin Co.'s skincare products.

1. **Interests and Behaviours:** Think about the interests, hobbies, and online behaviours of your target audience. Are they interested in beauty, wellness, or self-care? Do they follow beauty influencers, skincare trends, or related brands on social media?

2. Select a Focus Platform:

1. **Platform Options:** Choose the most suitable social media platform to reach your target audience. Consider platforms such as [Instagram](#), [Facebook](#), [TikTok](#), or [Pinterest](#).
2. **Platform Justification:** Provide a brief explanation of why you chose the specific platform. Take into account user demographics, engagement rates, and how well the platform supports visual content.

3. Create a Visual Advertisement:

1. **Visual Appeal:** Design an attractive visual advertisement using high-quality images or graphics that highlight the benefits of RadiantSkin Co.'s skincare products. Utilise tools such as [Canva](#) or [Adobe Spark](#) to create a professional-looking ad.
2. **Branding:** Incorporate RadiantSkin Co.'s branding elements, such as logo, colour schemes, and font styles. If branding details are unavailable, create an aesthetic that aligns with a premium skincare brand.
3. **Product Description:** Write a concise and engaging product description that emphasises the key features and benefits of the skincare product. Highlight how it meets the needs of your chosen target audience.
4. **Call to Action (CTA):** Add a compelling CTA, such as "Shop Now for Radiant Skin!" or "Visit our website for exclusive offers!" to encourage immediate action.

Tips for Success

- Be Creative: Use your creativity to make the ad stand out. Think about what would catch your eye if you were the target audience.
- Stay on Brand: Ensure your ad is professional and aligns with typical skincare branding.
- Keep it Simple: Your ad should be easy to understand at a glance. Avoid cluttered designs or lengthy descriptions.

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:

- Effort
- Application
- Examples
- Digital Marketing insight

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
Effort	Minimal effort apparent, with little attention to detail or engagement with the task.	Shows some effort, but responses may lack polish or thoroughness.	Demonstrates a solid effort, with responses showing attention to detail and engagement with the task.	Displays a strong effort, with responses exhibiting thoroughness, coherence, and depth.	Exemplifies an outstanding effort, with responses displaying exceptional clarity, insight, and completeness.

Application	Fails to apply learned information effectively to the scenario.	Demonstrates basic application of learned information to the scenario, but lacks depth or coherence.	Applies learned information to the scenario with clarity and coherence, demonstrating a solid understanding of its relevance.	Applies learned information skillfully to the scenario, offering insightful analysis and connections.	Applies learned information in a highly sophisticated manner, integrating multiple perspectives and drawing nuanced conclusions.
Examples	Few or no examples provided. Demonstrates limited understanding or application of concepts.	Provides some examples, but they may be simplistic or lack depth. Demonstrates basic understanding of concepts.	Offers several relevant examples demonstrating understanding of concepts. Examples are well-integrated into the response.	Presents numerous detailed examples that vividly illustrate concepts and their applications.	Presents numerous detailed examples that vividly illustrate concepts and their applications.
Digital Marketing Insight	Shows little understanding of the principles of digital marketing and fails to connect theories to the scenario.	Displays basic understanding of digital marketing; makes simple, expected connections to the scenario.	Demonstrates a clear understanding of digital marketing and; makes relevant connections to the scenario, reflecting solid insight.	Exhibits deep understanding of digital marketing concepts; offers thoughtful, original insights that enhance the scenario analysis.	Demonstrates an understanding of Digital Marketing while; integrating sophisticated insights that significantly enrich the scenario, reflecting a high level of critical thinking.