

## Scenario

Congratulations! You've recently been hired as the Digital Marketing Strategist for StyleThreads Ltd, a women's clothing manufacturer that specialises in high-quality, customisable apparel for fashion retailers and boutique stores.

StyleThreads has a strong product line but struggles to position itself as a go-to supplier for B2B clients. Your manager believes digital marketing is the key to building long-lasting relationships with retailers and boutiques.

Your first task is to develop a tailored B2B digital marketing strategy that will boost the company's visibility, strengthen its brand identity, and drive more engagement with potential retail partners. The strategy must focus on understanding the needs of retail buyers and creating content that positions StyleThreads as their trusted supplier.

## Instructions

- Read the scenario and answer the questions that follow.
  - Your answers should not exceed a paragraph of more than 50-100 words per question.
  - Included in your submission should be:
    - A description of two B2B personas.
    - A list of 3 tailored content ideas for whitepapers, case studies, emails, and LinkedIn posts.
    - Two proposed strategies for engaging and retaining retail buyers.
  - Your file upload should be in PDF format and use the following naming convention:
    - Name\_Surname\_M10\_Assignment
    - Example: Jamie\_Jones\_M10\_Assignment
    - Upload your assignment as a PDF file to the **Module 10 folder** in GitHub.
- This is a graded assessment and makes up 10% of your total score for the course.

## Questions

Create a B2B digital marketing strategy for **StyleThreads** that identifies the target audience, develops tailored content, and leverages appropriate platforms to engage retail clients effectively.

## 1. Understand Your Target Audience

Define and describe two detailed personas representing retail buyers who are likely to partner with StyleThreads. Each persona should include:

- **Demographics:** Age, gender, role in the business, company size, location.
- **Business Needs:** What they're looking for in a supplier, key challenges in sourcing, and their primary goals.
- **Decision Drivers:** Factors influencing their choice of supplier, such as quality, price, or delivery reliability.
- **Preferred Channels:** Online platforms or communication methods used to research and connect with suppliers.

### [Example Persona]

The Boutique Owner

**Demographics:** Female, 40-55, Boutique Owner, Small business with 3-5 stores, Urban area.

**Business Needs:** Unique, high-quality products; reliable and flexible suppliers.

**Decision Drivers:** Sustainable sourcing, exclusivity in designs, competitive pricing.

**Preferred Channels:** LinkedIn, Industry trade blogs, and Wholesale supplier directories.

## 2. Develop Tailored Content

Create a list of 3 content ideas specifically designed to attract and engage retail buyers. Here are some examples:

- **Whitepapers or Reports:** Industry insights tailored to boutique owners or fashion retailers.
  - **Example:** "2024 Trends in Boutique Fashion: Insights for Retail Buyers."
- **Case Studies:** Success stories showcasing partnerships with other retailers.
  - **Example:** A case study about how StyleThreads helped a boutique increase revenue with exclusive designs.
- **Email Campaigns:** Personalised emails targeting retail buyers' pain points and needs.
  - **Example:** An email highlighting fast delivery options and product catalogues.

- **LinkedIn Content:** Professional posts showcasing your brand's value proposition.
  - **Example:** A post featuring your sustainable sourcing practices and how they benefit retail partners.

### 3. Propose Engagement Strategies

Suggest two specific strategies for initiating and nurturing relationships with retail buyers, such as:

- Hosting virtual events or webinars for retailers (e.g., product showcases or trend discussions).
- Offering exclusive first-access deals for early adopters or new retail clients.

## 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

<b>Effort</b>	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.
<b>Application</b>	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.
<b>Examples</b>	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.
<b>Digital Marketing Insight</b>	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.