

**Team one**

**Capstone**

**Integrated Project Plan (IPP)**

**Digital Marketing Project Plan for VecnaCares**

**Team Leader Name:**

**Team Member Names:**

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**Table of Contents**

Version Control / Summary of Changes……….………………………………………………………

1. Executive Summary………………………………………………………………………………………
2. Scope Management……………………………………………………………………………………..
   1. Scope Statement……………………………………………………………………………………
   2. WBS……………………………………………………………………………………………………….
   3. Scope Baseline Statement……………………………………………………………………..
3. Schedule and Time Management………………………………………………………………….
   1. Milestone List…………………………………………………………………………………………
   2. Summary of Schedule…………………………………………………………………………….
   3. Schedule Baseline Statement…………………………………………………………………
4. Communication Plan…………………………………………………………………………………….
   1. Communication Plan………………………………………………………………………………
   2. Communication Matrix………………………………………………………………………….
5. Cost and Budget Plan……………………………………………………………………………………
   1. Project Cost Statement………………………………………………………………………….
   2. Cost Baseline Statement………………………………………………………………………..
6. Ethics Policy Statement.……………………………………………………………………………….
7. Appendix
   1. Stakeholder Register

Summary of Changes

**Version Control**

|  |  |  |  |  |
| --- | --- | --- | --- | --- |
| **Version Number** | **Week** | **Team Leader Name** | **New Sections Added** | **Changes Made to Previous Sections** |
| 1.0 | 1-2 | Cristina | None | None |
| 2.0 | 3-4 | Jason Strong | Executive Summary  Scope Statement etc. | None |
| 3.0 | 5-6 | Yaqiong Yang | Add Communication Plan, WBS, Schedule Plan etc. | Updated the Executive Summary |
| 4.0 | 7-8 |  |  |  |
| 5.0 | 9-10 |  |  |  |
| 6.0 | 11-12 |  |  |  |

Integrated Project Plan

Project Name: Digital Marketing Project Plan

## 1.0 Executive Summary

## The project entails creating a digital marketing plan for the non-profit organization VecnaCares. The plan should include a viable marketing plan including market research, analysis, and stakeholder communication plans. By implementing this program, we will help VecnaCares gain more customers and increase reputation and brand awareness.

This document will go over the scope management, schedule and time management, communication plan, cost, and budget plan, plus an ethics statement.

## Scope Management

## Scope Statement

| Scope Statement |
| --- |
| **Project Scope Includes:**  **Project Objective:** Create a Digital Marketing Plan for VecnaCares that includes a marketing research plan, market analysis, and stakeholder communication plan. The purpose of this plan is to help VecnaCares increase its customer base and reputation, as well as brand awareness.  **List of deliverables/Scope baseline:**  **1-Project Management**  **2- Market Research and Analysis**  2.1 Vision, Mission, Value Proposition  2.2 Market Research  2.2.3 Geographic Market Research and Analysis  **3. Product Analysis**  3.1 Key Product Features  **4-Customer Segments**  4.1 Ministry of Health  4.2 Large NGOs  4.3 Private Hospital Networks  4.4 University Health Centers  4.5 Disability Centers  **5. Marketing Channels**  5.1 Social Media Strategy  5.2 Email Marketing Strategy  5.3 Website  5.4 Partnerships  **6. Marketing Assessment Plan**  6.1 KPI Identification  6.2 KPI Evaluation |
|  |

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| --- |
| User acceptance criteria |
| The success criteria for this project is the creation of an effective and executable marketing plan, which should include target audience, choice of digital marketing platforms, how to use these platforms, frequency of use, etc. The final deliverable needs to be a market plan that can be concretely executed by the client. |

|  |
| --- |
| Project boundaries or exclusions |
| * Normal service of the platform * Training on the platforms/channels * Maintenance of the platforms/channels * Customer service * Registration system (not sure, need to confirm with the sponsor * Customer relationship management (not sure, need to confirm with the sponsor) * Hiring staff * Translation from English to other languages * Printing brochures * Development of medical record platform * Advancement of the medical record platform |

|  |
| --- |
| Project constraints |
| * $50,000 project research & planning development budget * No contingency reserve unless specifically approved by the sponsor * The marketing project plan needs to be completed by April 15, 2022. * The scope of this project is a complete marketing plan. |

## WBS

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## Section 3 - Schedule and Time Management

## Milestone List

* Project Management Complete
* Market Research and Analysis Complete
* Product Analysis Complete
* Customer Segments Complete
* Facebook Complete
* WhatsApp Complete
* LinkedIn Done
* Marketing Emails Complete
* Channel Marketing Complete
* Marketing Plan Assessment

## Summary of Schedule

According to the above WBS, the project management work will be completed on April 15, which means that the marketing plan can be officially started on May 1. Then we will follow the three steps of market research, product analysis, and customer division to understand and determine the final target audience and product information. After that, product promotion will be carried out in sequence according to different digital platforms, which is expected to finish on August 22nd. The last step is the assessment of the marketing plan, which will be finished by November 7th.

1. **Communication Plan**

**Project Communication receivers**

|  |  |  |
| --- | --- | --- |
| **Receiver** | **Interest** | **Expectation** |
| Sponsor | Project progress; Project success | Plan in the right way; Done in the right way (on schedule, at cost, quality criteria) |
| Project team | Clearly be assigned with the tasks and complete it smoothly | Deliver the outcome successfully; Get feedback on time. |
| Development Department | Be assigned job with the task clearly and with success criteria | Deliver the outcome successfully; Get feedback and support in time |
| External stakeholders | Informed by the updates, be heard. | Their benefit is considered. |
| End-User | Get value from the platform | Use the platform in a convenient manner and receive value. Feedback and issues be fixed on time. |
| Public | Informed by the updates, and be heard | Their benefit be considered. Get value and knowledge |
| Partner | Involved in the project in a positive way | Get their benefit, be shared with the resources of the platform, get chance in technology area of medical. Keep innovative and precise. |

**Section 2 Communication Event**

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Event** | **Message Receiver** | **Message Sender** | **Method** | **Frequency** | **Feedback Method** |
| Project Team meeting | Project team | Project Manager | Discuss written status reports, presentation reviews | Weekly | Face to face comments on reports and issues |
| Status Report | Sponsors, project team, partners, development department | Project Manager | Meeting & Email | Weekly | Face to face, Email |
| User training | Project team, Customer Service Centre Staff, End user | Trainer | Training instructions & videos and phone appointment services | As required | Website, phone call |
| Email | External stakeholder | Marketing department | Emails | Weekly | Email, website, phone call |
| News & Conference | Public | Project Manager & Marketing Department | Website, emails, conferences, advertisement, social media | As required | Social media, Customer service chat box, surveys |

**Section 3 Communication Instruments**

|  |  |
| --- | --- |
| **Instrument** | **Key content** |
| Status Report | Status summary  Accomplishment achieved  Project plan deliverables  What next on the schedule  keeping budget on track  Key decisions made, updated changes  Project problems and issues  Risk and mitigation plan |
| Team Meeting | Previous meeting minutes  Project status  Problems and issues  Communication plan |
| User training | Training  System policy and procedures |
| Email | Status summary  Updates on the project |
| News | Big Events |

1. **Cost and Budget Plan**

The total budget for the project was $50,000. The total cost baseline, based on schedule and resources from the WBS is $7,560.

In terms of resources and costs, we have selected hourly rates for Business Development Directors in Kenya since they are located there. The typical salary of a Business Development Director in Kenya is 120,000 KES, which is equivalent to $1,200 per month. This makes around $7.5 per hour. For the Executive Director, we have selected an average annual salary of $100,000, average in the US for an executive director of a non-profit.

## Ethics Policy Statement

We will represent Northeastern and VecnaCares in the most honorable way. We will give 100% effort to the team and the individual work within the team. We will show honesty, respect, hard work, and positive communication. Those are the values that we will strive to uphold as a team. By implementing these values into our work, we will strive to achieve the best product possible for VecnaCares. If somebody is not living up to these standards, we will work with them as a team until we are back on the same page.

## Appendix

## Stakeholder Register

|  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- |
| **Stakeholder Position/Role** | **Type of Stakeholder** | **Stakeholder Expectation(s)** | **Stakeholder Interest(s)** | **Influence on Project Result** | **Stakeholder management strategies** |
| Paul Amendola | Internal | Project plan in the right way | High | Supporter | Inform the project progress and ask for the feedback |
| Tim | Internal | High | High | Supporter | Inform the project progress and ask for the feedback |
| Development Department | Internal | Provide the technical support and product services | High | Neutral | Provide all the updates |
| Project Team | Internal | Deliver the project and get the feedback on time | High | Supporter | Meeting regularly and keep all the people in the same page. |
| End User | External | Get the value /services | High | Neutral | Inform the product update and deals |
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