**WSQ Digital Content Creation Summative Assessment**

**Individual Project**

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| **Prepared By** | |
| **Name of Learner:** |  |
| **Signature** |  |
| **Date** |  |

**Instruction:**

**The Individual Project consists of TWO Parts. You must complete all tasks indicated in each part.**

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| **Enterprise Profile** | | | | |
| **Name of Enterprise** |  | **Type of Entity:** | SME/ Non-SME  *(\*Delete where applicable)* | |
| **Vision** |  | | | |
| **Mission** |  | | | |
| **Type of Business** | * Private Company * Public Company | **Type of Industry** | |  |
| **Customer Segment** |  | | | |
| **Products/Services** |  | | | |

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| **Part 1: Develop a Digital Content Strategy** | |
| **Provide an analysis of the organisation, its goals, and target audience.** |  |
| **Develop a digital content strategy** | **Content goals and objectives** |
| **Target audience personas** |
| **Editorial calendar for the next three months** |
| **Keyword research and SEO strategy** |
| **Social media integration plan** |
| **Email marketing plan** |
| **Multimedia content creation plan (videos, images, infographics)** |

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| **Part 2: Content Creation and Implementation** | |
| **Provide evidence showing the implementation of the digital content strategy** |  |
| **Provide evidence for creating web content (articles, blog posts, landing pages) based on the editorial calendar.** |  |
| **Provide evidence showing optimising the content for SEO and user engagement.** |  |
| **Provide evidence showing the utilisation of social media and email marketing to distribute and promote the content per your strategy.** |  |