

Course Assessment

Academic Year 2022-2023

## Module –Marketing and E-commerce

Tutor:	Maria Bakardjieva
Term, Year:	Spring 2022 - 2023
Email:	<a href="mailto:prof.mbakardjieva@eserp.com">prof.mbakardjieva@eserp.com</a>
<b>Due Date</b>	<b>12<sup>th</sup> May 2023 at 23:00 o'clock</b>

### Assignment 2 Details: Building an E-commerce Site

**Objective:**

To build an E-commerce site that is optimized for SEO, SEM, and social media ads to attract buyers and increase sales. The site should include branding, buyer personas, keyword research, SEO strategy, SEM budget, social media ads budget, content strategy, blog calendar, and email campaign.

### Requirements:

**Branding:**

- Develop a brand strategy for the e-commerce site.
- Create a brand logo, tagline, and color scheme.
- Define the brand's tone of voice, style, and personality.

**Buyer Personas:**

- Define the target audience of the e-commerce site.
- Create at least three buyer personas, including their demographics, behavior, interests, and pain points.

**Keyword Research:**

- Conduct keyword research using tools like Google Keyword Planner, Ahrefs, or SEMRush.
- Identify the most relevant and profitable keywords for the e-commerce site.
- Develop a keyword strategy that includes primary and secondary keywords, long-tail keywords, and keyword variations.

**SEO Strategy:**

- Develop an SEO strategy that includes on-page optimization, off-page optimization, and technical SEO.
- Optimize the site structure, content, metadata, images, and URLs for SEO.
- Develop a link building strategy that includes guest blogging, broken link building, and outreach.

**SEM Budget:**

- Define the SEM budget for the e-commerce site.
- Develop a paid search strategy that includes keyword targeting, ad copy, landing pages, and bidding strategies.
- Measure and optimize the SEM campaign performance using tools like Google Ads, Bing Ads, or

Facebook Ads Manager.

**Social Media Ads Budget:**

- a. Define the social media ads budget for the e-commerce site.
- b. Develop a social media ads strategy that includes audience targeting, ad formats, ad copy, and landing pages.
- c. Measure and optimize the social media ads campaign performance using tools like Facebook Ads Manager, Twitter Ads, or LinkedIn Ads.

**Content Strategy:**

- a. Develop a content strategy that includes product descriptions, category pages, blog posts, and other types of content.
- b. Create a content calendar that outlines the topics, formats, and publishing schedule for the content.
- c. Optimize the content for SEO, user experience, and brand consistency.

**Blog Calendar:**

- a. Create a blog calendar that includes at least 12 blog posts per year.
- b. Develop a blog post format and style that aligns with the brand's tone of voice, style, and personality.
- c. Optimize the blog posts for SEO, user experience, and social sharing.

**Email Campaign:**

- a. Develop an email campaign strategy that includes lead generation, segmentation, nurturing, and conversion.
- b. Create email templates that align with the brand's tone of voice, style, and personality.
- c. Measure and optimize the email campaign performance using tools like MailChimp, Constant Contact, or HubSpot.

**Mock-up Pages:**

- a. Create five mock-up pages that include the following:
  - i. Home page optimized for SEO
  - ii. About us page optimized for SEO
  - iii. Product page optimized for SEO
  - iv. Payment page optimized for SEO
  - v. A page of your choice optimized for SEO

## Assignment Deliverables: Building an E-commerce Site

Your report should include all of the following:

**Branding Deliverables (2-5 pages maximum!):**

- a. Brand strategy document outlining the brand's vision, mission, and values.
- b. Brand logo, tagline, and color scheme.
- c. Tone of voice and style guide.

**Buyer Personas Deliverables:**

- a. Three buyer personas with detailed demographic and psychographic information based on research with the necessary citation of sources!
- b. Pain points and interests of the buyer personas based on research with the necessary citation of sources!

**Keyword Research Deliverables:**

- a. A list of primary and secondary keywords.
- b. Long-tail keywords and variations.
- c. Keyword difficulty and search volume data and pricing.
- d. Keyword strategy document with budget

**SEO Strategy Deliverables:**

- a. On-page optimization report including optimized titles, meta descriptions, and headers.
- b. Technical SEO audit report including site structure, sitemap, and robot.txt.
- c. Off-page optimization report including link-building strategy and outreach plan.
- d. SEO strategy document.

**SEM Budget Deliverables:**

- a. Paid search campaign plan including target audience, ad copy, and landing page optimization.
- b. Performance report including click-through rate, conversion rate, and cost-per-click.
- c. SEM budget document.

**Social Media Ads Budget Deliverables:**

- a. Social media ads campaign plan including target audience, ad formats, and landing page optimization.
- b. Performance report including click-through rate, conversion rate, and cost-per-click.
- c. Social media ads budget document.

**Content Strategy Deliverables:**

- a. Product descriptions, category pages, and blog post outlines.
- b. Content calendar including publishing schedule and content topics.
- c. Content style guide.

**Blog Calendar Deliverables:**

- a. At least 12 blog posts with optimized titles, meta descriptions, and headers.
- b. Performance report including pageviews, bounce rate, and time on site.
- c. Blog calendar document.

**Email Campaign Deliverables:**

- a. Email campaign plan including lead generation, segmentation, nurturing, and conversion.
- b. Email templates including subject lines and copy.
- c. Performance report including open rate, click-through rate, and conversion rate.
- d. Email campaign document.

**Mock-up Pages Deliverables:**

- a. Five mock-up pages including the Home page, About us page, Product page, Payment page, and a page of their choice.
- b. Each page optimized for SEO including optimized titles, meta descriptions, and headers.
- c. Mock-up pages document.

**Additional Deliverables:**

- a. Inclass presentation of the key elements of the e-commerce and a strategy to demonstrate implementation.

## Assignment Grading Template: Building an E-commerce Site

The following grading rubric will be used to evaluate the final deliverables for the e-commerce site project:

### Written Part:

#### **Branding (5 points)**

- Brand strategy document: 3 points
- Brand logo, tagline, and color scheme: 1 points
- Tone of voice and style guide: 1 points

#### **Buyer Personas (10 points)**

- Three detailed buyer personas: 5 points
- Pain points and interests of the buyer personas: 5 points

#### **Keyword Research (10 points)**

- A list of primary and secondary keywords: 3 points
- Long-tail keywords and variations: 3 points
- Keyword difficulty and search volume data: 2 points
- Keyword strategy document: 2 points

#### **SEO Strategy (15 points)**

- On-page optimization report: 3 points
- Technical SEO audit report: 2 points
- Off-page optimization report: 5 points
- SEO strategy document: 5 points

#### **SEM Budget (10 points)**

- Paid search campaign plan: 4 points
- Performance report: 3 points
- SEM budget document: 3 points

#### **Social Media Ads Budget (10 points)**

- Social media ads campaign plan: 4 points
- Performance report: 3 points
- Social media ads budget document: 3 points

#### **Content Strategy and Blog (15 points)**

- Product descriptions, category pages, and blog post outlines: 4 points
- Content calendar: 3 points
- At least 12 blog post titles: 5 points
- Optimized titles, meta descriptions, and headers: 3 points.

#### **Email Campaign (15 points)**

- Email campaign plan: 4 points
- Email campaign document: 1 point

#### **Mock-up Pages (10 points)**

- Five mock-up pages: 7 points
- Optimization for SEO: 3 points

**Total Points: 100**

## Grading Rubric: In-Class Presentation

The following grading rubric will be used to evaluate in-class presentations of e-commerce projects:

### Content (40 points)

- Comprehensive overview of the e-commerce project; Description of the products or services offered, platform used, etc: 10 points
- Explanation of the target audience and buyer personas: 5 points
- Overview of the digital marketing strategy employed: 25 points

### Delivery (30 points)

- Clarity and organization of presentation: 10 points
- Effective use of visual aids: 10 points
- Ability to engage and interact with the audience: 5 points
- Professionalism and confidence: 5 points

### Creativity and Innovation (20 points)

- Originality and creativity of the project: 10 points
- Innovation in the e-commerce strategy: 10 points

### Q&A (10 points)

- Ability to answer questions and provide additional information: 5 points
- Quality of responses to questions: 5 points

### Total Points: 100

Note: The above rubric is just an example and the weight of each category can be adjusted based on the specific requirements and emphasis of the assignment.

Total Final grade of the project

70% written report

30% presentation

(Presentation delivery grade **MAY** vary between group members, based on delivery)

## Important Notes

For **all sections** the expectations are that solid academic underpinning with APA Referencing (see 1<sup>st</sup> class presentation if needed).

## Academic Misconduct

The School takes any cases of academic misconduct, including plagiarism very seriously.

**Any incident of plagiarism will result in an automatic 0 on the assignment and you will be reported to the school Administration to review further actions.**

The penalties are severe and can in some cases result in a student not being allowed to continue their studies. The policy on academic misconduct can be found at your ESERP Academic Conduct documentation.

Assignments must be submitted by the due date.

Any late work will be automatically given a 0!

You are responsible for the correct reproduction ON TIME of your presentation. You must have the presentation set and prepared BEFORE THE CLASS.

Make sure you have a Plan B. Bring a USB, upload it on Moodle, know your passwords, etc.  
Failure to do so will result in a 0 on the corresponding components.

The only circumstance in which assignments can be submitted late is if an extenuating circumstances claim is made and approved by Administration.

**In these circumstances work may be submitted up to 5 working days late only (this is not automatic).**

If the extenuating circumstances are upheld, the assignment will be graded as usual. If your work is submitted after the 5 working days a 0 will be awarded