

Digital Marketing Assignment

Congratulations 🎉

You made it through the first stage of joining TAP's digital marketing program. Now, we would like to invite you to complete a short assignment; This will allow us to gain a deeper insight into your personality and determine if there is potential compatibility between you and our program.

As a digital marketer there are tons of opportunities and challenges to tackle . An important part of this role is to choose the right tactics to reach your objectives.

We would like to put you into the shoes of a digital marketer and work on a challenge that shows your creativity and current level of expertise.

This assignment is an excellent opportunity to get a feeling of what it feels like to work as a digital marketer.

This exercise should take you roughly **30 minutes**. You can research online as much as you like and can make use of all resources you find. Please share the tools and resources you have used.

Here's the case ...

Please choose a product or a service you feel passionate about; it can be anything.

Take the role of a digital marketer, and put a short campaign plan together to promote this product or service.

The campaign plan should include the following:

- The campaign objective(s)

- The target audience
- The campaign message,
- The marketing channels,
- An ad copy with a clear CTA.

Feel free to use the following example:

TAP is launching a new cohort for our digital marketing program and we want a class of high-quality students.

To find these people, TAP needs to run a marketing campaign with a theme/message designed to "sell" them the training programs. The campaign will use various digital marketing channels to deliver its message to potential applicants. Now, think about how you would approach this. Get creative 😊 and show us what your campaign would look like.

Your assignment's main deliverables are:

The Campaign

• **Write down a short campaign plan (keep it as simple as possible), that includes the following:**

1. Campaign objective(s)
2. Target audience
3. The campaign message you would use to 'sell' the digital marketing program?
4. The channels you would focus on and why
5. Write an ad with a call to action

How to go about the assignment:

- Open the assignment.
- Click on File → Make a Copy
- Name the File: Assignment_First Name_Last Name
- Write your answers on page 2 of the assignment in the box.
- Copy the link and submit it in the assignment form.

Your Answer

Mu'ath Yousef

Digital Marketing Assignment:

Let's Go Crazy with Web Design

1. Campaign Objective(s):

Ignite curiosity and drive demand for our revolutionary web design services.

Capture the attention of daring clients intrigued by cutting-edge and ultra-secure websites.

2. Target Audience:

Adventurous small to medium-sized businesses and entrepreneurs hungry for a digital presence that defies conventions.

Pioneering startups and individuals in pursuit of an extraordinary, hacker-resistant website.

3. Campaign Message:

#"Escape the Ordinary – Elevate Your Brand with an Outlandish Online Presence!"

#"Revolutionizing the Digital Landscape – Crafting Websites that Redefine Boundaries."

4. Marketing Channels:

Social Media Advertising: Unleash awe-inspiring website transformations on platforms like Facebook and Instagram. Share compelling success stories that challenge the status quo.

Email Marketing: Kickstart an electrifying email campaign offering exclusive web design experiences with a complimentary one-year trial of our cutting-edge cyber-security system.

Search Engine Optimization (SEO): Optimize content for search engines, ensuring our groundbreaking designs rank highest for keywords related to uniqueness and security.

Partnerships: Collaborate with business groups, hacker spaces, and innovation events to connect with those seeking websites that defy expectations.

Influencer Marketing: Partner with influencers in the web design and cybersecurity space to amplify our message and reach a broader audience.

5. Craft a Compelling Ad with a Persuasive Call to Action:

"Revolutionize Your Business with a Website That Shatters Conventions!"

"Unleash the Unseen – Claim Your Free Cyber-Secured Web Experience Now!"

"Embark on the Madness" or "Secure Your Free Trial Today."