

Proposal 1 Automated Feedback Report

Research title: Laurence Beder.

Author: TitleParagraph1: requirements for the degree of Master of Management in the field of Digital Business .

Supervisor: TitleParagraph2: .

No of pages: 136 pages (includes preliminary section pages)

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General font size: 11 General line spacing: 1

Aim:	A key recommendation emanating out of this research is that DIM is not the responsibility of any specific marketing function, for it to be successful, cross-functional expertise, integration, and management is required.
Abstract:	A key recommendation emanating out of this research is that DIM is not the responsibility of any specific marketing function, for it to be successful, cross-functional expertise, integration, and management is required... No of words: 37....
Document Sections:	TitleSection, Declaration, Abstract, Dedication, Acknowledgement, Contents, ListofFigure, ListofTable, Chapter1, Chapter2, Chapter3, Chapter4, Chapter5, Reference, Appendix.
Research Objectives:	Not detected
Research Questions:	<p>What kind of DIM skills exist in your organisation and how, if at all, are you developing them?</p> <p>Where have you experienced the most value from using influencers? IMPP Influencer Marketing Performance &</p> <p>What level of creative freedom and control do you allow influencers? Guidelines</p> <p>Are there any specific marketing practices or processes that you believe are important Enablers</p> <p>Which marketing functions are responsible for influencer marketing? 13. How do you manage brand, influencer fraud, and other risks and compliance factors</p>

Document Formating: These are some guideline's structure/format inconsistencies of your document that needs attention:

- 1)Total document pages is 0, total pages required is 40-60 pages.
- 2)General font size is 11, which is approved.
- 3)General font line spacing is 1, line spacing required between 8 and 12.
- 4)The sentence count in a paragraph is adequate.
- 5)The paragrapghs in the document are well aligned as BLOCK style.
- 6)Document title page structure: no error detected.
- 7)Document abstract content structure: Abstract content is too small. Abstract should be between 150 and 300 words.
- 8)Document format structure: check the alignment of the following paragraphs:
 - a) In Declaration, on page 3, given as "..."
 - b) In Abstract, on page 2, given as "This research report highlights the..."
 - c) In Dedication, on page 4, given as "Doing a masters course and research..."
 - d) In Acknowledgement, on page 5, given as "This work would not have been possi..."
 - e) In Chapter2, on page 30, given as "Influencer Type Audience Descriptio..."
 - f) In Chapter2, on page 30, given as "expertise or lifestyle related cont..."
 - g) In Chapter2, on page 30, given as "quality of their interaction. Meg..."
 - h) In Chapter2, on page 31, given as "This opens up many considerations f..."
 - i) In Chapter2, on page 34, given as "that the current marketing mix and ..."
 - j) In Chapter2, on page 34, given as "into an IMC2.0 to cater for Social ..."
 - k) In Chapter2, on page 34, given as "such as consumer behaviours and pol..."
 - l) In Chapter2, on page 34, given as "exploration has changed media habit..."
 - m) In Chapter2, on page 35, given as "instantaneous with messaging and ch..."
 - n) In Chapter2, on page 35, given as "changing the way brands communicate..."
 - o) In Chapter2, on page 35, given as "Marketers as a result require new m..."
 - p) In Chapter2, on page 35, given as "loyal. Engaged customers on Social ..."
 - q) In Chapter2, on page 35, given as "lifetime value of customers through..."
 - r) In Chapter2, on page 35, given as "platform. These are seen to lead to..."
 - s) In Chapter2, on page 36, given as "power is shifting to the digitally ..."
 - t) In Chapter2, on page 36, given as "fragmented into sub-cultures, brand..."
 -) In Chapter2, on page 36, given as "based on niche online communities. ..."

List of Tables:

1. Table 1: Influencer Marketing Types (Adapted from Campbell and Farrell, 2020)
(table detected having 6 rows 3 columns .)
2. Table 2: Influencer Research Categories and Questions
(table detected having 7 rows 3 columns .)
3. Table 3: Profile of Research Participants
(table detected having)

List of Figures:

1. Figure 1: Internet Penetration in SA (Source: Statista) ...
(image detected, saved as ...testImage3.JPG)
2. Figure 2 shows the daily time South Africans spend with different media, and ...
(image detected, saved as ...testImage3.JPG)
3. Figure 3 provides a profile of Social Media Audiences ...
(image detected, saved as ...testImage3.JPG)
4. Figure 2: Time spent on Internet in South Africa (Source: Kemp, S. 2019a) ...
(image detected, saved as ...testImage3.JPG)
5. Figure 3: Social Media Advertising Profile (Source: Kemp, S. 2019a) ...
(image detected, saved as ...testImage5.JPG)
6. Figure 4: Social Media Usage Breakdown SA (Source: Kemp, S. 2019a) ...
(image detected, saved as ...testImage5.JPG)
7. Figure 5: SA Influencer and Reach Volumes (Source: Humanz, 2020) ...
(image detected, saved as ...testImage6.JPG)
8. Figure 6: Influencer Marketing Objectives Breakdown (Source: Talkwater, ...
(image detected, saved as ...testImage7.JPG)
9. Figure 7: Influencer Marketing Measurement (Source: Rakuten, 2019) ...
(image detected, saved as ...testImage8.JPG)
10. Figure 8: Global Influencer Marketing Growth (Source: IMH, 2020) ...
(image detected, saved as ...testImage9.JPG)
11. Figure 9: Influencer Marketing Platforms (Source: IMH, 2020) ...
(image detected, saved as ...testImage10.JPG)
12. Figure 10 below summarises these types of influencers ...
(image detected, saved as ...testImage11.JPG)
13. Figure 10: Influencer Categories (Source: Campbell and Farrell, 2020) ...
(image detected, saved as ...testImage11.JPG)
14. Figure 11: Influencer Usage Ratio (Source: IMH, 2020) ...
(image detected, saved as ...testImage12.JPG)
15. Figure 12: DIM within Paid, Owned and Earned Marketing Channels ...
(image detected, saved as ...testImage13.JPG)
16. Figure 13 that the average DIM engagement rates to be 7,42% with it ...
(image detected, saved as ...testImage14.JPG)
17. Figure 13: DIM SA Engagement Rates (Source: Humanz, 2020) ...
(image detected, saved as ...testImage14.JPG)
18. Figure 14 below describes this process ...
(image detected, saved as ...testImage14.JPG)
19. Figure 14: 5 A's of Marketing (Source: Kotler et al, 2017) ...
(image detected, saved as ...testImage16.JPG)
20. Figure 15: PAR / BAR Marketing Measurement Models (Source: Kotler et al, ...
(image detected, saved as ...testImage16.JPG)
21. Figure 16: Influencer Evaluation Criteria (Source: IMH, 2020) ...
(image detected, saved as ...testImage17.JPG)
22. Figure 17: Modern Marketing Model (Source: Armstrong et al, 2020) ...
(image detected, saved as ...testImage18.JPG)
23. Figure 18: Influencer Marketing Best Practices Conceptual Framework ...
(image detected, saved as ...testImage18.JPG)
24. Figure 19: 4 Research Paradigms (Source: Creswell and Creswell, 2018) ...
(image detected, saved as ...testImage19.JPG)
25. Figure 20: High Level Participant and Interview Data ...
(image detected, saved as ...testImage20.JPG)
26. Figure 21: Data Analysis Examples ...
(image detected, saved as ...testImage23.JPG)
27. Figure 22: Influencers Impact on Consumers (Source: Authors own) ...
(image detected, saved as ...testImage24.JPG)
28. Figure 23: Relationship between Influencer Authenticity and Engagement ...

(image detected, saved as ...\\testImage25.JPG)

29. Figure 24: DIM Cross Functional Marketing Value Drivers (Source: Authors ...
(image detected, saved as ...\\testImage26.JPG)

30. Figure 25: Influencer Marketing Maturity Stages (Source: Authors own) ...
(image detected, saved as ...\\testImage27.JPG)

31. Figure 26 below summarises the various influencer selection categories, as ...
(image detected, saved as ...\\testImage27.JPG)

32. Figure 26: Influencer Selection Categories (Source: Authors own) ...
(image detected, saved as ...\\testImage28.JPG)

33. Figure 27: Influencer Audience Composition (Source: Authors own) ...
(image detected, saved as ...\\testImage29.JPG)

34. Figure 28: Influencer Selection Consideration Factors (Source: Authors ...
(image detected, saved as ...\\testImage30.JPG)

35. Figure 29: Creative Control in DIM (Source: Authors own) ...
(image detected, saved as ...\\testImage31.JPG)

36. Figure 30 shows the value that research participants have identified from DIM ...
(image detected, saved as ...\\testImage32.JPG)

37. Figure 30: DIM Value within Marketing Stages (Source: Authors own) ...
(image detected, saved as ...\\testImage32.JPG)

38. Figure 31 summarises the key risk categories and some of their mitigation ...
(image detected, saved as ...\\testImage32.JPG)

39. Figure 31: Risk Framework for DIM (Source: Authors own) ...
(image detected, saved as ...\\testImage33.JPG)