Digital Marketing

Graded Project – 70 marks

Project Problem Statement:

The objective of this assignment is to build a customer persona for a specific business segment that will incorporate all the traits of the buyer. This will enable the business in positioning their message and drive maximum reach.

Think about your current business/digital asset/primary digital property which you have created as per your interest area that you want to promote.

Project Instructions and Grading Criteria:

Please note the following:

- Your submission should be in the same format as the "Buyer Persona Template DMF"
- You are expected to make a similar one and submit your assignment in PDF format only.
- Any assignment found copied/ plagiarized with another assignment will not be graded and marked as zero.

Please ensure timely submission as a post-deadline assignment will not be accepted

Questions to be Answered:

1. Provide a brief introduction to the business –
   - Hint – the introduction should be not more the 30 words and should provide a clear idea about what business segment category your organisation fall into.
2. Study the buyer personas for other organisations in your business and describe the consumer persona in the given format. The criteria for gauging each consumer persona will be as follows
   - Identification of relevant user's details in each persona such as demographics, identifiers and background
   - Identification of user's goals
   - Challenges faced by the users in acquiring the said service
   - Objections put forth by the user to use the said service
   - Marketing messaging
   - Elevator pitch

Following the above given criteria you have to draft 3 unique persons. The final marks distribution is as follows (Hint: Use the given PPT template for submission)

Evaluation Criteria

Criteria	Marks
Provide a brief introduction to the business	6 Pts
Consumer Persona – 1 • Identification of relevant user's details in each persona such as demographics, identifiers and background (1 Mark) • Identification of user's goals (1 Mark) • Challenges faced by the users in acquiring the said service (5 Marks) • Objections put forth by the user to use the said service (5 Marks) • Marketing messaging (4 Marks) • Elevator pitch (4 Marks)	20 Pts
Consumer Persona – 2 • Identification of relevant user's details in each persona such as demographics, identifiers and background (1 Mark) • Identification of user's goals (1 Mark) • Challenges faced by the users in acquiring the said service (5 Marks) • Objections put forth by the user to use the said service (5 Marks) • Marketing messaging (4 Marks) • Elevator pitch (4 Marks)	20 Pts
Consumer Persona – 3 • Identification of relevant user's details in each persona such as demographics, identifiers and background (1 Mark) • Identification of user's goals (1 Mark) • Challenges faced by the users in acquiring the said service (5 Marks) • Objections put forth by the user to use the said service (5 Marks) • Marketing messaging (4 Marks) • Elevator pitch (4 Marks)	20 Pts
Ability to present and make a good PPT	4 Pts

Please note the following:

- Your submission should be in the same format as the "Buyer Persona Template DMF.pptx" given above. Either you can download it and use it or make a similar one and submit your assignment.
- The 3 consumer personas should be unique. Might have one or two similar points but should have mostly different characters
- Any assignment found copied/ plagiarized with another assignment will not be graded and marked as zero.
- Please ensure timely submission as a post-deadline assignment will not be accepted.