

## **Part A Task Description:**

Assessment 2-Part A focuses on: exploring the social-media tactics and activities of selected brands, social-media listening and analysis of the voice of the customer (VoC) online, producing social-media content for brands, and keyword analysis to develop a personal LinkedIn profile. You must complete all tasks in the first few workshops (join a group, create the Group's FB Page, develop rules of engagement, select retailers from one category) before working on this report. Students have to complete their own (individual) Part A report and submit it via TurnItIn.

### **The sections in the Part A individual report are:**

Cover Page

Section 1: Analysis of the Voice of the Customer (VoC)

Section 2: Social-media content for the brands

Section 3: Personal branding in LinkedIn

Appendix

The following covers the task description of each section:

#### ***Cover Page***

Your full name, student ID and group details showing your group member number.

#### ***Section 1: Analysis of the Voice of the Customer (VoC):***

In approximately 300 words, provide a summary of the salient VoC views available across relevant social-media channels for your selected brands (e.g., activities on Facebook, Twitter, SnapChat, Instagram, LinkedIn and any other relevant social-media channel). To do so, explore the posts, comments, reviews, images, emoji and any other interactions by the customers on the selected brand's social-media channels. Take note of any VoC activity that indicates positive or negative customer experience (e.g. use screenshots, and report the links). Save screenshots of each record and analyse the VoC. Use the format in Table 1 as an example of a simple VoC analysis using social-media netnography. (*Also refer to the example assignments on Blackboard.*)

You can also use an appendix to present screenshots. Tables and appendices are not included in the assignment's word count. Week 5 activities should assist with the task in this section; however, additional research is required. You must ensure that all

figures/images presented in the report are clearly visible (i.e. legible). The use of arrows and circles with text descriptions to highlight important areas of an image is recommended. If required, use an A3-page-size format for the table.

Customers Comments	What is the reason for saying what they are saying	Screenshot number
"What's going on with my order?" in a Facebook post	Delay in delivery, the longer response time from the customer service, order tracking system issue.	Figure 1
"#happy" in Twitter	The customer was happy with the discount.	Figure 2

*Table 1: Example of a Simple VoC analysis*

### **Section 2: Social-media content for the brands:**

Imagine your group is a newly formed team within a digital-marketing agency, and the brands selected for the assignment are clients of the agency. Each member has to create two Facebook Page posts (one post for each brand) using Canva (<https://www.canva.com>) to address an issue identified in the VoC analysis (i.e., section 1). Publish the posts on the group's private Facebook Page.

Ensure that the post content matches both the brand and the intended audience appropriately. Members of each group are recommended to share ideas. Once posted, seek opinions from other group members. In the report, present screenshots of the posts, accompanied by a 200-word summary explaining the reasoning and intention behind the posts. When writing the summary, imagine you are trying to get your manager to invest in your ideas – discuss why you believe the posts would be effective in engaging with customers.

### **Section 3: Personal branding in LinkedIn:**

LinkedIn is an important B2B and networking social media platform. Therefore, understanding what is required for a good profile will benefit you when seeking a job and/or networking/business opportunities.

For this section, you are required to create a LinkedIn profile (if you do not already have one) and optimise key aspects/sections of your LinkedIn profile, such as the profile picture, about, experience, education, public profile UR and the profile's public visibility; Week 7 and 9 activities should assist with this task. (*Note: Little or no content across these sections will negatively affect the marks awarded for this section.*) Using the 'save to pdf' option available in your LinkedIn profile, export your optimised profile and attach it for this section.

## Marking Rubric:

Marking Criteria	FAIL	PASS Satisfactory	CREDIT Good	DISTINCTION Excellent	HIGH DISTINCTION Outstanding	SCORE
	<b>A significantly incomplete answer.</b>	<b>A partially complete answer.</b>	<b>A mostly complete answer.</b>	<b>A significantly complete answer.</b>	<b>A complete answer.</b>	<b>100% 10</b>
<b>Criterion 1:</b>  <b>Section 1: Analysis of the Voice of the Customer:</b>	<p>Poor attempt at market research using netnography.</p> <p>The information is inaccurate, or elements are missing.</p> <p>Insufficient digital-marketing-related information to inform evaluation.</p>	<p>Satisfactory attempt at market research using netnography.</p> <p>Attempt to pull together and synthesise key issues. Some omissions are evident.</p> <p>Adequate information provided although not sufficiently comprehensive to inform digital-marketing objectives and understanding of the possible impact on marketing strategy. Some errors may be evident.</p>	<p>Good attempt at market research using netnography.</p> <p>The discussion summarises the main issues. Some attempt at justification of their relevance to company situation.</p> <p>Relevant digital-marketing information provided.</p> <p>There may be some omissions of key areas not adequately explained.</p>	<p>Excellent attempt at market research using netnography.</p> <p>The discussion includes a very good summary of key issues with good justification of their relevance to company situation.</p> <p>Concise digital marketing-related information provided. No omissions of key areas and most adequately explained.</p> <p>Sufficiently comprehensive to inform digital marketing objectives and understanding of the possible impact on marketing strategy.</p>	<p>Outstanding market research using netnography.</p> <p>The issues are prioritised and justified using appropriate digital-marketing theory.</p> <p>Very high standard of accuracy and succinctness in the presentation of digital-marketing-related information.</p> <p>Comprehensive treatment that informs digital-marketing objectives and understanding of the impact on marketing strategy. No errors are evident.</p>	<b>45%</b>  <b>4.5/10</b>
<b>Criterion 2:</b>  <b>Section 2: Social-media content for the brands</b>	<p>Poor application of customer engagement concepts in the development of digital marketing assets.</p> <p>The information is inaccurate, or elements are missing.</p> <p>Insufficient digital-marketing-related information to inform evaluation.</p>	<p>Satisfactory application of customer-engagement concepts in the development of digital marketing assets.</p> <p>Attempt to pull together and synthesise key issues. Some omissions are evident.</p> <p>Adequate information provided although not sufficiently comprehensive to inform digital-marketing objectives and understanding of the possible impact on marketing strategy. Some errors may be evident.</p>	<p>Good application of customer-engagement concepts in the development of digital-marketing assets.</p> <p>The discussion summarises the main issues. Some attempt at justification of their relevance to company situation.</p> <p>Relevant digital-marketing information provided.</p> <p>There may be some omissions of key areas not adequately explained.</p>	<p>Excellent application of customer-engagement concepts in the development of digital-marketing assets.</p> <p>The discussion includes a very good summary of key issues with good justification of their relevance to company situation.</p> <p>Concise digital marketing-related information provided. No omissions of key areas and most are adequately explained.</p> <p>Sufficiently comprehensive to inform digital-marketing objectives and understanding of the possible impact on marketing strategy.</p> <p>Change</p>	<p>Outstanding application of customer-engagement concepts in the development of digital-marketing assets.</p> <p>The issues are prioritised and justified using appropriate digital-marketing theory.</p> <p>Very high standard of accuracy and succinctness in the presentation of digital-marketing-related information.</p> <p>Comprehensive treatment that informs digital-marketing objectives and understanding of the impact on marketing strategy. No errors are evident.</p>	<b>45%</b>  <b>4.5/10</b>
<b>Criterion 3:</b>  <b>Section 3: Personal branding in LinkedIn</b>	<p>Poor overall attempt at personal branding.</p>	<p>Satisfactory overall attempt at personal branding</p>	<p>Good overall attempt at personal branding.</p>	<p>Excellent overall attempt at personal branding.</p>	<p>Outstanding overall attempt at personal branding.</p>	<b>10%</b>  <b>1/10</b>