

## Assessment 2 – Part B Overview:

### Focus of Part B

Part B focuses on the application of the information acquired in Part A to develop a digital marketing plan. This report includes analysis of the voice of the customer, quantitative social-media analytics, development of integrated marketing objectives, and development of a social-media-focused digital marketing plan.

### Professional presentation of Part B report:

The group must prepare a **4000 word** (+/- 10%) digital marketing report and submit via Turnitin. Only words in the report's body are included in the word count, and any tables and figures are excluded from the word count. The report body starts at the beginning of the Introduction section and finishes at the end of the Conclusion section. As such, the Executive Summary, Table of Contents, References and Appendices are **excluded** from the word count.

The report must reflect the group's ability to work as a marketing team and maintain a professional standard in presentation. For example, this includes, but is not limited to, maintaining consistency between the sections in terms of writing style, using a 12-point font size, 1.5 line spacing, page breaks for main headings/sections, using page numbers, proper captions for the figures/images and tables, proper use of appendices, quality of screenshots, substantiation of arguments using appropriate marketing theory, scholarly references and APA referencing (in the report and reference list). (Note: Report formatting guidelines in page 27-56 in this [Student Manual](#) may assist further.)

*Report examples will be provided on Blackboard that you are encouraged to review.*

### The sections in the Part B group report:

- Cover Page
- Executive Summary
- Table of Contents
- Table of Tables
- Table of Figures
- 1. Introduction
- 2. Customer Profile

3. Marketing Objective
4. Marketing Plan
5. Resource Estimate
6. Conclusion
7. References
8. Appendices A-Z (e.g. value proposition canvas, communication moderation flowchart, supporting screenshots)

Consistent with best-practice report writing, you should add appropriate numbered sub-headings (e.g., 2.1, 2.2, 3.1, 3.2) as required to present the report. The Table of Contents should also include the names of the appendices (e.g., Appendix 1 XYZ name). The next part of this guide covers the task description of each section. Each section has a recommended word limit; however, it is up to the group to manage the final distribution of the number of words across the report sections.

**Cover Page:**

Provide assignment details, course details and group details. You are not required to sign the cover page.

**Executive Summary:**

The Executive Summary is a brief overview of the proposed plan that notes all of the important, relevant points – e.g., time-frame covered, critical issues, objectives, key digital marketing actions, budget, key expected outcomes. It should be very specific and short, about 250 words, and is excluded from the word count.

**Table of Contents:**

Use the automatic multilevel Table of Contents (ToC) feature available in MS Word to generate the ToC.

**Table of Figures:**

Use 'image caption' under the 'Reference' tab in MS Word to generate the Table of Figures.

**Table of Tables:**

Use 'table caption' under the 'Reference' tab in MS Word to generate the Table of Tables.

## 1. Introduction

*Recommended limit for this section is 300 words.*

This section explains the purpose and the structure (flow and relationship between each section) of the report. It provides a summary of the retail sector and the brands observed in Part A. Use Table 1 developed in Week 3 as a template to provide a summary. You can use brand logos to make the table visually appealing.

## 2. Customer Profile

*Recommended limit for this section is 750 words.*

In this section, the group has to create a '**Customer Profile**' **of the selected retail sector** by summarising the findings from the individual component in Part A. The question that the group needs to answer is – '*What are the salient values that the customers are seeking in the selected retail category?*'

To answer the question, the group has to use the Strategyzer 'Value Proposition Canvas' framework discussed in Week 8, i.e., answer the 'Customer Job', 'Customer Pain' and 'Customer Gain' trigger questions. Justify your arguments using the data from the individual analysis in Part A. The group is expected to make the best use of the resources offered by Strategyzer. It is recommended that students provide an example of (a) target customer persona(s) to support the Customer Profile (included as appendix). Provide the Value Proposition Canvas as an appendix. (*Note: it is recommended to use A3 landscape page format for that appendix to fit the canvas in the report.*)

## 3. Marketing Objective

*Recommended limit for this section is 1000 words. Higher usage of figures/images, evidence-based discussion and in-text citation (references) is expected in this section.*

In this section, the group has to set a marketing objective by conducting a SWOT analysis. The focal questions are: "**Which retailer in Australia, out of the four retailers observed by the group, has the least/weakest social media marketing activities and presence? What are those weaknesses compared to the other local and international brands in the same retail sector?**" To address these questions, the group should:

- Develop a SWOT analysis table and substantiate its arguments using the data collected in the individual task in Part A. In addition, the group has to use their web analytics and SEO skills (Weeks 6 and 7) to inform the SWOT analysis. (*Note: Group members may need **to conduct additional analysis** if the data from Part A is insufficient.*)
- Explain the reasoning behind the choice of retailer for this Digital and Social Media Marketing Plan. Be specific when identifying and discussing weaknesses in the retailer's social media activities and presence.
- Propose **one** marketing objective for the specified December timeframe (see *Section 4*) for the selected retailer's brand using the 5S framework for strategic digital marketing planning (Sell, Serve, Speak, Save, Sizzle). Justify the marketing objective using S.M.A.R.T. criteria. The report **must provide adequate and justified discussion** to explain how the proposed marketing objective addresses the weaknesses found in the SWOT analysis.

#### 4. Marketing Plan

*Recommended limit for this section is 1500 words. Any tables and figure/image captions are not included in the word count. Higher usage of figures/images is expected.*

The digital marketing plan is a combination of the strategy and tactics illustrated in the [RACE framework for digital marketing](#). In this section, the group has to develop a digital marketing plan to achieve the objective proposed in the previous section using the RACE framework. (*Note: The RACE framework will be covered in the Week 2.*)

Although a complete digital marketing plan focuses on the marketing activities across all channels, e.g., website, catalogue, *the focus of this assignment is on marketing activities in **social media channels only**.*

November 24<sup>th</sup> to December 24<sup>th</sup> (4 weeks) is a busy Christmas trading period for most retailers in Australia. Therefore, the group must provide an innovative social media marketing plan for the four weeks leading up to Christmas to achieve the marketing objective identified in *Section 3* of this report.

- The group must propose at least four (4) campaigns, one for each week. At least one of the four campaigns needs to be a **paid** ad campaign (PPC). The group can propose more than four campaigns, however, not all campaigns should be paid campaigns. In other words, there needs to be a mix of paid and non-paid (i.e. organic), so an organic campaign(s) also need(s) to be part of the plan.
- A campaign should cover all social media channels that the target customers are using. For example, you may need to provide variations of a post if your plan is to post it on both Facebook and Twitter. The channel-specific variations of a post are not counted as different campaigns. The 'customer profile(s)' presented in *Section 2* of this report should guide the choice of social media for each campaign. In addition, the [Sensis social media report](#) should help you to understand social media channel usage in Australia.
- All campaigns and associated activities contained within the plan must be justified. For example, why do you expect a campaign/post will *Reach* more people?; how it will influence someone to *Act* (i.e., share, comment, like)?, how it will *Engage* people? To illustrate, you may propose a paid Facebook ad campaign to reach new customers. In that case, you need to provide details of the post, how it will be distributed, screenshots of budget calculation, prior example of similar campaign, etc. The understanding generated in Part A (the individual report) should assist your group with creating suitable posts.
- Provide a schedule of campaign activities. Use the following table as a template:

ID	Campaign Name	Start Date	End Date	Channels
1	Discount offer	20 <sup>th</sup> Nov	23 <sup>rd</sup> Nov	Facebook, Twitter
2	Giveaway contest	23 <sup>rd</sup> Nov	28 <sup>th</sup> Nov	Facebook
3	.....	.....	.....	Snapchat
4	Holiday wish	20 <sup>th</sup> Dec	....	Instagram, Facebook

*Template: A simple campaign and post schedule*

## 5. Resource Estimate

*Recommended limit for this section is 300 words.*

Provide a resource estimate for the marketing plan. For example, the plan may require a graphics designer or multiple social media customer service representative. Use job portals, such as SEEK.com.au, to justify the estimated human-resource budget. Additionally, you may need to propose paid marketing, such as a targeted campaign

on Instagram, to reach more customers. Use various Internet sources, such as Facebook Business Manager, to estimate costs.

Use the following example table as a template to present the total estimated budget:

Category Item	Budgeted Amount
Content development	\$5,000
Website improvement (one time)	\$40,000
Video post x 5	\$20,000
Social media manager (1 months)	\$6,000
Facebook post boost	\$4000
<b>Total:</b>	<b>AU\$75,000</b>

*Template: A simple resource estimate*

## 6. Conclusion

- Concluding remarks within 150 words.

## 7. References

*This section is not included in the word count.*

- The reference list should be done using **APA style**. It needs to be in alphabetic order, use consistent formatting throughout and feature full information for each reference as per the APA style.

## 8. Appendices A-Z

*This section is not included in the word count.*

Include any additional analysis or screenshots that are not critical to establish arguments made in sections 1 to 5 but are required to strengthen the arguments. You may include multiple appendices. For example, Appendix A might provide details of social media analytics and Appendix B might provide details of website analytics. Each appendix should be numbered and have a name/title, e.g. Appendix 1 Social Media Analytics for Retailer XYZ.

- Provide the value proposition canvas as an appendix; use A3 landscape page format to fit the canvas in the report.
- Each group must provide a communication-moderation flowchart in an appendix (see Week 3 activity).

## Part B Marking Rubric:

Marking Criteria	FAIL	PASS Satisfactory	CREDIT Very 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% 35</b>
<b>Criterion 1: EXECUTIVE SUMMARY, INTRODUCTION AND CONCLUSION</b>  Statement of a brief overview of the proposed plan in the executive summary, an overview of the report in the introduction, and the concluding remarks.	Executive summary leaves out most of the report.  Poor attempt at an introduction and conclusion.	Executive summary summarises most of the report.  There is some attempt at an introduction and conclusion.	The executive summary clearly summarises the entire report.  Good attempt at an introduction and conclusion.	Executive summary effectively summarises the entire report.  The introduction includes an overview of each element of the report.  The conclusion provides sufficient concluding remarks.	Executive summary very clearly and effectively summarises the entire report.  The introduction clearly outlines each aspect of the report.  The concluding remarks are excellent.	<b>10%</b>  <b>3.5/35</b>
<b>Criterion 2: CUSTOMER PROFILE</b>  Application of Creation of customer profile using the value proposition canvas	Poor attempt to market research using Netnography.  The information is inaccurate, or elements are missing.  Insufficient digital marketing-related information to inform evaluation.	Some attempt to market research using Netnography. Attempt to pull together and synthesise key issues. Some omissions are evident.  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.	Good attempt to market research using Netnography.  The discussion summarises the main issues. Some attempt at justification of their relevance to company situation.  Relevant digital marketing information provided. There may be some omissions of key areas not adequately explained.	Excellent attempt to market research using Netnography.  The discussion includes a very good summary of key issues with good justification of their relevance to company situation.  Concise digital marketing-related information provided. No omissions of key areas and most adequately explained.  Sufficiently comprehensive to inform digital marketing objectives and understanding of the possible impact on marketing strategy.	An outstanding market research using Netnography.  The issues are prioritised and justified using appropriate digital marketing theory.  Very high standard of accuracy in the presentation of digital marketing-related information.  Comprehensive treatment which informs digital marketing objectives and understanding of the impact on marketing strategy. No errors are evident.	<b>25%</b>  <b>8.75/35</b>
<b>Criterion 3: MARKETING OBJECTIVE:</b>  Develop SWOT analysis, proposal of suitable digital marketing goal and justification using S.M.A.R.T criteria	The proposed marketing objective do not meet the S.M.A.R.T. criteria.  Digital-marketing objective is lacking and/or provides an incomplete justification; objective is not substantiated by the data collected in Part A.	Little attempt made to use marketing theory to justify the chosen objective. Objective is poorly worded or do not meet some of the S.M.A.R.T. criteria.  Digital-marketing objective is partially logical and practical, and is partially substantiated by data collected in Part A.	Some attempt at using marketing theory to justify the chosen objective. Objective mostly satisfies the S.M.A.R.T. criteria.  Digital-marketing objective is largely logical and practical and mostly substantiated by data collected in Part A	Excellent application of marketing theory to justify the chosen objective. Meets all requirements of the S.M.A.R.T. criteria.  Digital-marketing objective is logical, practical and actionable, and is soundly substantiated by data collected in Part A.	Outstanding use of marketing theory to justify the chosen objective. The objective is clearly worded and meets all the requirements of the S.M.A.R.T. criteria.  Digital-marketing objective is logical, practical and actionable; expertly substantiated by data collected in Part A.	<b>15%</b>  <b>5.25/35</b>



## Part B Marking Rubric:

<b>Criterion 4:</b>  <b>MARKETING PLAN:</b>  Recommendation of marketing strategy & applicable marketing mix for selected objectives. Justified digital and social media marketing tactics using RACE planning framework. The summary of the campaign activities.	A summary of the campaign activities is missing. Digital and social media marketing strategies and/or campaign plans not attempted	Some details in the summary of the campaign activities. Some digital and social media marketing strategies and/or campaign plans are generated and partly justified. There is a partial synthesis of theory and issues to achieve the proposed objectives of the analysis.	An adequate summary of the campaign activities. Some plausible digital and social media marketing strategies and campaign plans are generated and justified, demonstrating a reasonable synthesis of theory to achieve the proposed objectives.	Excellent summary of the campaign activities. Plausible and mostly insightful digital and social media marketing strategies and campaign plans are generated and justified in a way that demonstrates the synthesis of theory and well-analysed issues necessary to achieve the proposed objectives.	Outstanding summary of the campaign activities. Outstandingly insightful and plausible digital and social media marketing strategies and campaign plans are generated and justified in a way that very skillfully synthesises theory and perceptively analysed issues to achieve the proposed objectives.	<b>30%</b>  <b>10.5/35</b>
<b>Criterion 5:</b>  <b>RESOURCE ESTIMATE:</b>  An estimate of required time, money and people resources to implement the recommended plan.	An unrealistic budget is provided. Limited or no use of online advertising tools to estimate campaign budget. Limited or no justification of human resource requirements.	Some type of budget is provided. Limited use of online advertising tools to estimate campaign budget. Limited justification of human resource requirements.	Somewhat plausible budget is provided. Some use of online advertising tools to estimate campaign budget. Some justification of human resource requirements.	A plausible budget is provided. Excellent use of online advertising tools to estimate campaign budget. Excellent justification of human resource requirements.	A very plausible budget is provided. Outstanding use of online advertising tools to estimate campaign budget. Outstanding justification of human resource requirements.	<b>10%</b>  <b>3.5/35</b>
<b>Criterion 6:</b>  <b>REPORT FORMAT AND OVERVIEW:</b>  Writing using academic language and formal structure. Use of visual illustration such as screenshots.  Adhere to referencing conventions and acknowledgement of sources.  Appropriate use of visual illustration with captions. Use of table of contents (ToC), table of figures (ToF), table of tables (ToT) and appendices. Includes Communication Moderation FlowChart.  The overall quality of the report formatting.	Acknowledges only some sources.  Some referencing conventions followed.  Lack of visual illustration.  Poor or no use of ToC, ToF, ToT and appendix.  Arguments are poorly organised and only sometimes coherent with little marketing-specific academic language.  Communication Moderation Flowchart omitted.  Poor overall report format.	Acknowledges most relevant sources. Reasonably accurate referencing system.  Some visual illustration.  Some use of ToC, ToF, ToT and appendix.  Arguments are generally organised and coherent, and generally in marketing-specific academic language.  Communication Moderation Flowchart acceptable.  Acceptable overall report format.	Acknowledges all relevant sources. Mostly accurate referencing system.  Adequate visual illustration.  Adequate use of ToC, ToF, ToT and appendix.  Well-organised arguments are mostly logical, concise and coherent, and in marketing-specific academic language.  Communication Moderation Flowchart well developed.  Good overall report format.	Acknowledges all relevant sources. Accurate and consistent referencing system.  Excellent visual illustration.  Excellent use of ToC, ToF, ToT and appendix.  Logical structure with coherent, concise and well-developed arguments in marketing-specific academic language.  Communication Moderation Flowchart of comprehensive.  Excellent overall report format.	Acknowledges all relevant sources. Highly accurate and consistent referencing system.  Visual illustration is very apt for its purpose.  Outstanding use of ToC, ToF, ToT and appendix.  Very logical structure and entirely coherent, concise and fluent arguments in marketing-specific academic language.  Communication Moderation Flowchart outstanding.  Outstanding overall report format.	<b>10%</b>  <b>3.5/35</b>