We are absolutely thrilled you are interested to join us at Rohlik Group. By now we have spoken to you about your experience and personality in great detail. Next step is to find out how you tackle a task in reality.

**Marketing Analyst**

**Background:**

Rohlik Group is planning to expand its operations into a new European market - Spain. Preliminary research indicates a high potential for e-grocery services, but the market is competitive with several established local players. To ensure a successful launch, Rohlik Group aims to implement a strategic digital marketing campaign to build brand awareness, attract new customers, and gain market share.

**Objectives:**

Develop a comprehensive understanding of the target market, including customer demographics, preferences, and purchasing behaviour.

Design an effective digital marketing strategy to maximise reach and engagement among potential customers.

Propose methods to measure and analyse the performance of digital marketing activities to ensure the highest return on investment (ROI).

Given a hypothetical budget for the marketing campaign, allocate funds across the chosen channels. Justify your allocation based on expected impact and ROI.

**Deliverables:**

The candidate is expected to present a comprehensive strategy document that includes:

* An analysis of the target market and customer segments.
* A detailed digital marketing strategy with creative concepts for campaign messaging.
* A plan for measuring and analysing campaign performance.
* A budget allocation plan with justifications.
* Identified challenges and proposed solutions.

**Format**

Please prepare a structured presentation, which you will use to walk us through your proposal. Get ready for a 60-minute presentation, including Q&A.