

MKTG4P93 S-L Project Guidelines

Part I (10%): Problem Definition

- Description of your client's problem and review of current marketing strategy

Part II (20%): Target Audience, Tools and Media Channels Selection

- Target market including "Primary Persona" and Goals
 - Who is your target market? Creating Personas using your demographic/psychographic/technographic information
 - What do you want to say? Defining and setting goals and the purpose for your content.
 - Where do you want to say it? Identifying the tools and media channels you will use.
 - What's the purpose for each of your tools and media channels? (Start with what they already have and then include what you think they should have and why.)
 - Website and Blog
 - Email
 - Social media accounts
 - Mobile Applications (if applicable)
 - Based on your client, identify obvious content items based on a one year calendar. Break down what you believe to be the purpose for each owned content online tool and channel. Frame out a basic one year content calendar.

Part IV (60%): Internet and Social Media Marketing Plan

Search Engine Marketing (SEM) 40%

When you run an AdWords campaign for a client, it should be very easy to show that you've done a good job. As long as you produce a positive ROI, you've done your work well. This of course requires that your client has analytics installed and conversion tracking set up. If this is not the case, do what you can to get the client to set these up (your grade will not be affected if the client refuses or for some technical reason cannot get this arranged).

It will have two major phases: (1) Setup and (2) Implementation.

During the Setup phase, you should:

- Create a categorized keyword list. Keywords should be categorized based on similar intent
- Create ads. Consider the principles of good ad copy. Create multiple ads for A/B testing.
- Create landing pages. If you cannot create separate landing pages, choose the best existing page for each ad group.
- Make sure Google Analytics and AdWords are linked. This is crucial, or you can't see which ads are performing better than others.
- Make sure to set a reasonable daily budget limit so you don't spend all your money in one day.

During the Implementation phase, you should:

- Check the results daily. Do not just look at the topline report. Check the various segmentation methods and examine whether some segments are more profitable than others.
- Add pertinent report columns (like conversion statistics and impression share).
- Make changes when you observe poor performance of an ad, ad group, keyword, or segment. Track these changes for your report.

After completing the campaign, you should report what you have done in the two phases, the

results, and discuss how SEM plan could be improved.

In addition to Paid Search Marketing, choose ONE of the following activities that suit your client's need: 20%

Website Design

The primary measure of a good website is that it converts traffic into customers. If you choose to create a website or redesign an existing website, you will be graded based on whether your new website converts. Since you might not have enough traffic to demonstrate conversion (in addition to other possible barriers to the measurement of conversion), I will have to grade you based on whether it appears that your website will do a good job of converting. Follow these guidelines to convince me that your site will convert.

- What information is each segment looking for?
- How does the page layout give them the information they require (without making them look too hard)?
- How does the layout encourage each segment to move toward conversion?
- What trust symbols have you incorporated (explicit and implicit)?
- How does your website answer the following questions (with information above the fold): Who are you? What are you selling? Why are you good?
- Aside from the homepage, which other pages are likely to be landing pages? How are these optimized for conversion?

Search engine optimization

The goal of an SEO audit is two-fold: (1) provide your clients with a list of action items that will improve his/her organic website rankings on key search terms; (2) provide the client with a plan going forward to continue to improve organic rankings. The best possible outcome of this project is that on one or more search terms, your client's website moves onto the first page of search results. (But remember, this must be tested on a neutral computer, not one you've used multiple times to search on that term.) Short of that, another good outcome is to see improvement in organic rankings on some search terms, even if it doesn't arrive all the way to the first page. But you can still get a good grade even without these results. To do so, you should:

- Do extensive keyword research. What are the keywords that are most beneficial to for this website to rank for? (Explain keyword selection based on relevance, volume, competition, and current ranking.)
- Map keywords to pages within the website. Explain the reasoning behind this mapping.
- Develop updated Title, Description, and Main Page content Alt Text and Anchor Text that is optimized with those keywords.
- Show that you've performed good on-site keyword placement for all of the key pages (show examples of two or three pages).
- Develop an off-site SEO plan. Identify website you plan to target for links. Identify content that the client should develop for the website. Where appropriate, register the website on various social media platforms, listings, etc. **IMPLEMENT SOME OF THE PLAN** (the parts that can be implemented in the timeline of your project).
- Make sure the off-site SEO plan is detailed enough that the client can implement even after you

have finished this class and are no longer in contact with him/her.

Online Advertising

Develop Advertising Examples for your client: Teams develop a set of Banner Ads for your client. Must include the following:

-Types of ads you are running which must include:

- At least two IAB Banner unit
Consider the principles of good ad copy. Create multiple ads for A/B testing.
- Facebook/Twitter/YouTube ads -- Create multiple versions of your ads to test which ones are more effective, and if appropriate, target different segments with different ads.
- Show at least ONE example of a Landing Page

-Must include WHERE the banner ads will run (consider online newspapers, magazines and others that are appropriate for your ad).

Social Media

Follow the steps outlined in the textbook to implement an effective social media campaign. Your actions and plans should be documented in detail so that your client can continue the efforts when you are done with the project.

-Define the objective of the social media campaign.

-Create a content creation plan. What is the desired breakdown of content types? Create several pieces of content to post during your management of the campaign.

-Create a plan to attract followers.

-Implement the campaign on at least two different social media platforms.

-Track the campaign's performance. What are the pertinent metrics?

Email Marketing

Your first priority as an email marketer is to avoid the spam filter. All actions should be taken with this in mind. There are three basic parts of this project: (1) list capture, (2) email copy, and (3) segmentation.

-Help your client establish and implement best list capture practices.

-Create a variety of emails to go out to members of the list.

-Implement best practices to avoid the spam filter (removal of email addresses when appropriate, inclusion or unsubscribe and compliance with this link, etc.)

-Track the results of emails to determine best types of content.

-Create at least three segmented emails—emails that will be sent only to a portion of the list.

-Explain the basis of the segmentation and how the email content targets the segment effectively.

Part V (10%): Expenses and Budget

- Provide the expenses report of the Search Engine Marketing Campaign.
- Provide a breakdown of proposed costs by other marketing activities and by time.