

Digital Marketing Coursework

Scenario

You are a group of digital marketing experts working on a project for your client , a digital commerce agency in a sector of your preference (e.g., Food, Cosmetics, Med/Health, Tech, Fashion Market Industry, Tourism, etc.). Your client sells products from several brands/providers.

Your client's request is to **increase both brand awareness and conversions/sales through their e-shop** (website only). They also clarify that they are interested in both organic and paid marketing implementation.

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After researching the client's market area and discussing it with your partners your team decides to:

- i) Increase traffic and visibility through Search Engine Optimization.
- ii) Engage customers through website content optimization.
- iii) Increase brand awareness and sales through PPC campaigns.

Instructions: Work in groups of **3-5** to create the most appropriate **SEO** and **PPC** Strategy Plans for your client.

The assignment is composed of three (3) practical Parts:

- ⑨ **Part A: Design & Development of a WordPress CMS site**
- ⑨ **Part B: SEO Strategy Plan - Design & Implementation**
- ⑨ **Part C: Design & Development of PPC campaigns through Google and/or Facebook Ads**

Parts A & B (Website and SEO):

1. Describe the **business/product(s)**.
2. Keyword Research & Competitor Analysis
3. SEO development and optimization of your website: A website should be built through WordPress to explicitly implement your SEO strategy for every page/product page (2min - 3max pages/product pages shall be optimized through SEO).

SEO Tips: You must do the following (based on your findings of your keyword and competitor research):

- Make a list of thematic topics.
- Make a list of long-tail keywords based on these topics.
- Design your site architecture (use mockup tools for desktop and mobile view – e.g., draw.io).

- Build pages for each topic (using content SEO principles, link-building plan & Readability practices).

Part C (PPC Ads):

1. Select one of your client's brands.
2. Choose 2-3 products of this brand that you believe are appropriate to promote at this period for your client's audience (! Note: No need to create customer personas).
3. Keyword Research (Similar to Part A, using Google Ads Keywords Planner)
4. Create one Search Campaign (for sales) included as many Ad Groups as you consider (e.g., one for branded keywords only, one for the products, etc.) in Google Ads
 - Design your campaign conceptual architecture (use drawing tools, e.g., draw.io).
5. Create a Display Network Campaign in Google Ads
6. Explain your PPC Strategy Plan

Presentation & Submission:

You will present your assignment on **the last day of the course.**

You will have 10-15 minutes to present your work.

Keep in mind that the presentation itself will be graded (5% of the assignment grade!)

The coursework will be submitted in one single report (word, pdf, or else) by the last day of the course or otherwise it will be announced through the eLearn platform.

No word or page limit. Use text and screenshots from your ppt presentations but try to present everything in a structured and clear manner.

PPT presentations should be uploaded as well!

Useful Facts & Terminology:

Brand awareness refers to the “strength of a brand’s presence in consumers’ minds” (Pappu et al., 2005, p.145) and defines as “the ability for a buyer to recognize or recall that a brand is a member of a certain product category” (Aaker, 1991, p. 61; Yoo and Donthu, 2001, p. 3) and conceptualised as consisting of both brand recall and recognition (Keller, 1993; Pappu et al., 2005; Rossiter and Percy, 1987; Yoo and Donthu, 2001).

Brand recall refers to consumers’ ability to retrieve the brand from memory, for example, when the product category or the needs fulfilled by the category are mentioned (Keller, 1993, p. 3; Pappu et al., 2005).

Why is it important? - Customers can purchase products from the logo and name of a brand when they may have little direct knowledge of the product itself.

Also: Familiarity with a store's brand is a strong strategy for businesses in the retail market. A store's brand can increase its number of customers and their loyalty (Dursun et al., 2011).

Brand awareness & Purchase intention: Purchase intention is influenced by perceptual factors such as attitudes, product price, quality, perceived value and store image (Norfarah et al., 2018; Wiardi et al., 2020). In other words, the positive store image can increase the high purchase intention of customers (Norfarah et al., 2018).

Consumer engagement generally reflects how individuals interact with or experience something.

In an online context, engagement typically refers to how involved an individual is with a website, social media platform, or brand community (Malthouse et al., 2013; Dessart et al., 2016).

According to the regulatory engagement theory (RET), engagement³ is a psychological state referred to as “sustained attention” and stimulated by attractive or repulsive motivational factors (Higgins, 2006; Scholer and Higgins, 2009). A positive experience of an object (i.e., brand, app, product, etc.) with a suitable value induces an attractive experience, whereas an experience of an object with a negative value prompts a repellent experience (Kuvykaite and Tarute, 2015).

Consumer-brand engagement (CBE): “the level of a customer’s cognitive, emotional and behavioral investment in specific brand interactions (Hollebeek, 2011, p. 565)”.

Note: Cognitive engagement reflects consumers’ awareness and attention on the focal brand, whilst emotional engagement reflects consumers’ affection and passion for the brand, and behavioral engagement reflects consumers’ loyalty intention toward the brand (Dessart et al., 2019; Leckie et al., 2016).

CBE & Purchase intention: CBE affects consumers’ behavioral intention, such as repurchase intention and ongoing search behavior.

Perceived value is the consumer's overall assessment of the utility of a product based on perceptions of what is received and what is given ⑦
perceived value is the end result of the evaluation of the consumer gain and the cost.

There cannot be one unique perceived value of a defined brand for all the consumers, and it differs due to the expectations of different **consumer segments**.

Why is it important? Perceived value affects behavioral intention (i.e., purchase intention)

Text and citations retrieved from:

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