



CIM Level 6 Digital Diploma in Professional Marketing

Digital Strategy (2203)

July 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **35** marks

Task 2 is worth **40** marks

Task 3 is worth **25** marks

Total marks available – **100**

Candidate guidance:

- Answer **all** tasks
- The available marks are shown alongside each part of the task
- Read all tasks carefully before attempting them
- Refer to the CIM Digital Submission Guide
- Assignments can only be accepted for marking with a valid assessment booking

Scenario: Influencer marketing and engagement

To connect and engage with customers in more meaningful ways, many organisations choose to develop relationships with relevant influencers. Influencers are opinion leaders who often gain greater attention from stakeholders than organisations themselves, as well as supporting and encouraging advocacy through more engaging communications.

Influencer marketing may not necessarily be a formal collaboration between the organisation and the influencer, but could involve any individual, collective or organisation that is both interested in, and influential within, a particular area that is clearly linked to what your business does.

In your role as a Marketing Manager of your own organisation, or an organisation of your choice, you have been asked to consider the use of influencer marketing within the digital marketing strategy and plan. The desired outcome is to deliver improved engagement with existing customers through the development of a strategic approach to influencer marketing.

Guidance notes

The assignment comprises **THREE** separate tasks, which are parts of the process to identify, and then respond strategically to, changes in the organisation's digital marketing environment.

Whilst it is helpful to include an introduction and a summary for each task, these should be brief, with the main focus being on the content outlined in the tasks provided.

FIVE marks will be awarded for the organisation overview, which will form part of Task 1, using the headings provided in the assignment guidance section.

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system.

Good practice guidelines for assignment production

The maximum word count is intended to assist candidates in producing a **professional document of an appropriate length** that can be used in the workplace. The submission should be written in a professional tone (unless otherwise instructed) and should only contain relevant material that directly contributes towards answering the task.

This assignment has been developed so that it can be applied to all organisations, sizes and sectors. Where candidates feel applying the assignment to their organisation needs a creative approach to be taken to the concept and theoretical principles explored, this is acceptable following discussion with their tutor. The approach taken should be outlined within the organisation overview.

TASK 1 – BRIEFING PAPER

Assessment criteria covered in Task 1:

AC1.1, AC1.2, AC1.3, AC2.1, AC2.2

Please refer to the module specification for assessment criteria details.

You have been asked to produce a briefing paper for the Senior Management Team (SMT) that provides insight into the use of influencer marketing and identifies opportunities for its use within the organisation.

Required:

- (a) Provide a background to your chosen organisation that gives an overview of the customer base and the level of maturity in the use of influencer marketing. (5 marks)
- (b) Discuss the strategic implications of influencer marketing within the environment of your chosen organisation. (15 marks)
- (c) Appraise the current digital marketing mix of your chosen organisation to determine where potential opportunities for the use of influencer marketing may exist. (15 marks)

(Total – 35 marks)

*(Organisation overview maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,500 words)*

TASK 1 – BRIEFING PAPER**Maximum page count:****Task 1 (a) – one side of A4 paper****Maximum word count:****Tasks 1 (b) to 1 (c) – 1,500 words****ORGANISATION OVERVIEW GUIDELINES**

The organisation overview is intended to provide context on the chosen organisation and must not exceed one side of A4 paper.

The following headings should be used as guidance:

- **Organisation name**
- **Organisation information** – To include type of organisation, size of organisation, range of products and services and main competitors
- **Specific background** – Provide a background to the chosen organisation that gives an overview of the customer base and the level of maturity in the use of influencer marketing

Guidance notes:

Task 1 (b): Candidates are required to first undertake wider reading to develop a detailed understanding of what constitutes influencer marketing. Once knowledge and understanding have been developed, the focus needs to shift onto strategic implications, so what impact has influencer marketing had on markets and organisations?

Useful blog entry: <https://www.mediacom.com/en/think/blog/2018/the-truth-about-influencer-marketing>

Other key areas to consider in the discussion are: how has influencer marketing impacted on customer behaviour? What have the implications been in terms of how organisations may have had to adapt and change to deal with this form of digital disruption? There may also be competitor activity in this area, or negative influencer marketing in relation to the organisation's sector.

This is not an exhaustive list of all areas of consideration for the discussion, but is designed to offer a useful starting point.

Task 1 (c): Here candidates are required to appraise their chosen organisation's digital marketing mix.

Continued

Task 1 continued

	<p>Although this would normally form part of a more comprehensive internal marketing audit, candidates are not expected to do this but instead consider how the mix could be enhanced through influencer marketing.</p> <p>Each of the 7Ps should be considered within the appraisal, and the strengths and weaknesses of the activities currently employed considered. Alongside this analysis, any opportunities for the use, or improvement, of influencer marketing should be considered as the key outcome of the analysis. This will predominantly link to promotion, or perhaps physical evidence, and should consider the use of both paid and earned influencer marketing across social media (such as Instagram), video (such as YouTube) and blog-based (such as celebrity or authority) sites.</p>
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TASK 2 – DIGITAL MARKETING STRATEGY

Assessment criteria covered in Task 2:

AC3.1, AC3.4, AC4.2, AC5.2

Please refer to the module specification for assessment criteria details.

You have been asked by the SMT of your chosen organisation to advise on **THREE** key elements required to support an improvement in stakeholder engagement through influencer marketing.

Required:

- (a) Develop, with justification, **TWO** digital marketing objectives focused on improving stakeholder engagement for your chosen organisation through influencer marketing. *(10 marks)*
- (b) Recommend a justified digital marketing strategy for improving stakeholder engagement through influencer marketing. *(15 marks)*
- (c) Recommend a justified digital marketing mix that will deliver the influencer marketing strategy for your chosen organisation. *(15 marks)*

(Total – 40 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 2,000 words)

TASK 2 – DIGITAL MARKETING STRATEGY

Maximum word count: 2,000 words

Guidance notes:

Task 2 (a): Influencers can use their credibility and social presence to affect several different outcomes in relation to digital marketing. The use of influencer marketing for this assignment is to support the engagement of a relevant stakeholder group.

The objectives for Task 2 (a) should be in the context of the chosen organisation and utilise a relevant theoretical framework. The objectives should be justified using relevant theory and evidence drawn from the responses in Task 1 (b) and Task 1 (c).

Task 2 (b): Candidates are required to develop and justify an appropriate digital marketing strategy. The influencer marketing strategy developed should focus on building trust and engagement with a specific customer segment, or audience. The strategy will need to determine the audience, positioning, and type and theme of the content.

There should be clear links showing how these strategic recommendations will deliver on the digital marketing objectives recommended in Task 2 (a). The strategy recommended should be justified using relevant theory, as well as any supporting evidence drawn from Task 1.

Task 2 (c): Candidates are required to develop and justify an appropriate digital marketing mix. The marketing mix should focus on supporting the achievement of an improvement in engagement with existing customers through influencer marketing activities.

There should be clear links showing how these tactical recommendations will deliver on the objectives and strategy recommended in Task 2 (a) and Task 2 (b). The digital marketing mix recommended should be justified using relevant theory, as well as any supporting evidence drawn from Task 1.

TASK 3 – IMPLEMENTING THE DIGITAL MARKETING PLAN

Assessment criteria covered in Task 3:

AC4.3, AC5.4, AC6.1, AC6.2, AC6.4

Please refer to the module specification for assessment criteria details.

After submitting the recommended digital marketing strategy to the SMT, you have been further tasked with developing the implementation plan.

Required:

- (a) Outline the resources required to support the successful implementation of the recommended digital marketing activities in Task 2 (c). *(10 marks)*
- (b) Recommend the key metrics and methods that will be used to measure the effectiveness of the digital marketing activities recommended in Task 2 (c). *(10 marks)*
- (c) Identify the key steps that need to be taken to apply the methods for measurement in Task 3 (b). *(5 marks)*

(Total – 25 marks)

(Tasks 3 (a) to 3 (c) maximum word count – 1,250 words)

TASK 3 – IMPLEMENTING THE DIGITAL MARKETING PLAN**Maximum word count: 1,250 words****Guidance notes:**

Task 3 (a): Candidates are required to outline all relevant resources needed to successfully implement the digital marketing activities recommended in Task 2 (c). These may include, but are not limited to, time, financial, human and material-based resources.

This could be presented as a basic Gantt Chart or timeline, but the key focus is on outlining the resources needed; that is, providing a clear overview of what is needed, ignoring minor details.

Task 3 (b): Candidates need to identify relevant metrics (ie, standards for measurement, primarily engagement, but also interactions, leads, sentiment, amplification and cost) specific to the recommended digital marketing activities recommended in Task 2 (c).

Candidates should consider what elements of the performance of these activities need to be measured to determine effectiveness. Candidates are then required to discuss the methods and tools that can be used to measure performance.

The metrics identified previously need to be considered and the tools and/or methods required to measure them should be recommended (eg, Google Analytics, Facebook Insights, Salesforce, Hootsuite and similar).

Task 3 (c): Candidates need to identify the key steps involved in the process of implementing the recommended methods for monitoring digital marketing metrics. As the command word is identify, not a lot of depth or detail is expected, but the relevance of each stage recommended needs to be practical and in context.

The focus for what is to be measured and how it is measured needs to be drawn from the recommendations in Task 3 (b). A bullet-point list of each stage, with a brief explanation of the relevance of each stage, is an acceptable approach. Each stage of the recommended process should be underpinned by theory and/or evidence.