



CIM Level 6 Digital Diploma in Professional Marketing

Driving Digital Experience (2205)

July 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **30** marks

Task 2 is worth **30** marks

Task 3 is worth **40** 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: Using social media to enhance the customer digital experience within the customer journey

Social media channels are among the most popular channels for online interaction and enhancement of digital customer experience. Such channels connect people and enable them to communicate both positively or negatively about an organisation's brand and products.

This interaction and communication contribute significantly to the social capital of an organisation. Three different types of organisational capital exist. One is physical capital, such as production facilities, IT, buildings, etc. Another is human capital, which refers to labour and employee creativity and knowledge. The third is social capital and this, by contrast, is primarily associated with social media and is the value of all the organisation's social networks; the interactions and communications related to the brand. Social media can be a cost-effective method of digital marketing and improving the customer experience.

In your role as Marketing Manager of your own organisation, or an organisation of your choice, you have been asked to advise on several areas leading to more effective use of social media as a means of improving the digital customer experience for **ONE** key customer segment.

Guidance notes:

The assignment comprises **THREE** separate tasks, which are parts of the process to identify, and then respond strategically to, improvements in customers' digital marketing experience through social media.

There is no requirement for an introduction and a conclusion for each task, except where a report is defined as the requirement. The main focus is 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 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, AC3.1, AC3.2, AC4.2, AC5.1

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) examining the digital customer journey for the chosen organisation's key customer segment, and the importance of social media throughout the journey.

Required:

- (a) Provide a background to your chosen organisation that gives an overview of the chosen key customer segment and the level of maturity in the use of social media. *(5 marks)*
- (b) Identify, for the chosen organisation's key customer segment, the persona and the current use made of social media within the customer journey. *(13 marks)*
- (c) Recommend the methods of obtaining customer insight that could be used by the chosen organisation to measure the effectiveness of social media usage through the customer journey. *(12 marks)*

(Total – 30 marks)

*(Organisation overview maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,250 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) – 1,250 words**

Guidance notes:	ORGANISATION OVERVIEW GUIDELINES
	<p>The organisation overview is intended to provide context on the chosen organisation and must not exceed one side of A4 paper.</p> <p>The following headings should be used as guidance:</p> <ul style="list-style-type: none"> • Organisation name • Organisation information – To include type of organisation, size of organisation, range of products and services, customer base and main competitors • Specific background – Provide a background to your chosen organisation that gives an overview of the key customer segment and the level of maturity in the use of social media in the customer journey
	<p>Task 1 (b): Candidates will need to fully understand the concept of the digital customer journey, together with the influence of social media on that journey.</p> <p>Candidates will need to draw on the data they have available on the key customer segment and, through reference to theory and factual data, to determine the following:</p> <ul style="list-style-type: none"> • customer persona and particularly digital behaviour specific to social media • customer journey from acquisition to engagement <p>Task 1 (c): Candidates are required to identify and recommend methods for analysing customer data which can determine the level and effectiveness of social media that the organisation is building into the customer experience. Candidates need to identify customer insight research techniques that will lead to an understanding of the customer experience gained through social media. Appropriate methods could include analytics and insights, polls/surveys, focus groups, social media analysis, online rating systems, sentiment analysis, and other appropriate methods.</p>

Continued

Task 1 continued

	<p>At Level 6, candidates should do more than describe the methods and appraise the options in some depth. A structured approach may include:</p> <ul style="list-style-type: none">• identifying the data/analytics with a brief description• illustrating how this can determine the level/experience gained• providing some analysis/commentary on its validity, etc• commenting on how any shortcomings can be overcome. <p>Candidates should bear in mind that the methods should be appropriate for the chosen organisation.</p> <p>Candidates are NOT required to evaluate the effectiveness of social media on the digital customer experience here; this is covered in Task 2 (a). Task 1 (c) is about recommending the most appropriate methods to do this.</p> <p>It is important that all sources used to develop the response to the task are acknowledged using the Harvard referencing system.</p>
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TASK 2 – REPORT

Assessment criteria covered in Task 2:

AC1.3, AC2.1, AC2.3, AC5.1, AC5.2, AC5.3, AC6.2

Please refer to the module specification for assessment criteria details.

You have been asked to produce a situation analysis in a report for the SMT, to support decision-making around improvements to the digital customer experience through the use of social media.

Required:

- (a) Evaluate the effectiveness of the current use of social media within the organisation's digital customer journey, using the methods in Task 1 (c). *(10 marks)*
- (b) Identify best practice in the use of social media that could be applied to the key customer segment identified in Task 1. *(8 marks)*
- (c) Recommend a potential social media strategy (or strategies) for the improvement of digital customer experience across the customer journey, for the key customer segment. *(12 marks)*

(Total – 30 marks)

(Tasks 2 (a) to 2 (c) maximum word count – 1,500 words)

TASK 2 – REPORT**Maximum word count: 1,500 words**

Task 2 (a): having determined the methods to understand the impact of social media in Task 1 (c), these now need to be applied in Task 2 (a), to understand how effective the chosen organisation is in using social media for the digital customer experience. The customer journey from acquisition to engagement needs to be evaluated.

Where social media is not currently used, candidates should evaluate the impact of not using it at the appropriate touchpoints. Such impact could be abandoned carts, lack of progress through the journey, videos not completed, etc.

The output of this evaluation should be:

- the strengths and weaknesses of existing use of social media
- and/or the impact of not using social media, represented as weaknesses or threats.

The whole customer journey should be covered.

Task 2 (b): Candidates need to identify best practice in the use of social media. The internet will of course be a good source of material for this task, with examples from individual companies/industries. This is not the only source, and candidates need to review the latest textbooks, white papers, and thinking related to this aspect.

The best practice identified should be evaluated in the context of the chosen organisation, as to what approach(es) may be appropriate, now or in the future.

Task 2 (a) and Task 2 (b) overall represent a situation analysis in relation to social media throughout the customer journey, for the chosen organisation's key segment.

Task 2 (c) is the start of building a plan for improvement of the customer experience through the use of social media for the chosen organisation.

Many companies, whether B2C, B2B or NFP, are using social media to build social capital, and are gaining benefits in greater customer acquisition, conversion and engagement. In addition, benefits arise from improved cost effectiveness of digital marketing, sales and service.

Such benefits only arise from having clear objectives and strategies related to the use of social media, in the context of the strengths, weaknesses, opportunities and threats in the use of social media, as earlier defined.

Continued

Task 2 continued

	<p>Candidates are required to consider these aspects, derived earlier in Task 2 (a) and Task 2 (b), and to develop potential digital strategies for the improved use of social media. Examples might include the use of blogs, Instagram, LinkedIn, YouTube, Google+, Facebook, Twitter, etc.</p> <p>Given that the situation analysis has already been defined in Task 2(a), a TOWS analysis may be an appropriate framework to develop this strategy or strategies. Candidates must ensure that the digital strategy is appropriate for the chosen organisation, and fully justified using an appropriate framework, for example, the SAF model. In using such a framework, candidates must apply some depth to the justification.</p> <p>It is important that all sources used to develop the response to the task are acknowledged using the Harvard referencing system.</p>
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TASK 3 – PLAN

Assessment criteria covered in Task 3:

AC1.2, AC2.2, AC2.3, AC3.2, AC5.1, AC6.2, AC6.3

Please refer to the module specification for assessment criteria details.

You have been asked by the SMT to produce a plan that delivers the improved digital customer experience through the use of social media.

Required:

- (a) Recommend, with justification, a plan to deliver a selected strategy for the improvement in the digital customer experience through the use of social media. *(20 marks)*
- (b) Identify the resources, timescale and control methods needed to ensure the success of the plan. *(10 marks)*
- (c) Recommend **TWO** techniques that could be adopted to determine the changing nature of the use of social media for future planning. *(10 marks)*

(Total – 40 marks)

(Tasks 3 (a) to 3 (c) maximum word count – 2,000 words)

TASK 3 – PLAN**Maximum word count: 2,000 words****Guidance notes:**

Task 3 (a): Candidates need to follow on from the strategy/strategies developed in Task 2 (c) around the customer journey, to recommend a plan to improve the use of social media to enhance the digital customer experience.

The plan should have:

- justified objectives for **social media**, related to broader digital, marketing and corporate objectives
- strategy/strategies selected from those identified in Task 2 (c)
- tactics to provide the improvement in the use of social media.

Task 3 (b): Candidates should present the following aspects of plan implementation:

- a Gantt chart showing the timetable of tactics/activities
- resource requirements, internal and external, for completion of the tactics/activities
- budget requirements
- metrics, analytics and management tools/approaches used to ensure the business success of the plan.

There should be clear linkage to the strategic options presented in Task 2 (c) and tactics in Task 3 (a).

In addition, the plan must be fully justified in the context of improving the digital customer experience through the use of social media at the customer journey touchpoints identified in Task 1 (b) and evaluated in Task 2 (a). Thus, the plan needs to be clearly linked to the earlier tasks.

Candidates should note that a general digital marketing plan is insufficient to achieve a pass in this sub-task.

Task 3 (c): Digital disruption is an ongoing aspect of marketing today and in the future, and the use of social media as a means of increasing social capital will continue to develop. For sustainable digital marketing, agility is a prerequisite, but of necessity it must be based on an ongoing understanding of the changing nature of digital approaches; in this instance the use of social media. In this task candidates are asked to recommend **TWO** techniques used to ensure this ongoing understanding can be achieved.

Candidates should do more than describe the techniques, and should appraise them in some depth. A structured approach may include:

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Task 3 continued

	<ul style="list-style-type: none">• identifying the techniques with a brief description• providing some analysis/commentary on their validity, etc• commenting on their appropriateness and feasibility for the chosen organisation.
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