CIM Level 6 Digital Diploma in Professional Marketing

Mastering Digital Channels (2206)

July 2019
Assignment
The assignment comprises **THREE** compulsory tasks **Task 1** is worth **35** marks **Task 2** is worth **35** marks **Task 3** is worth **30** 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: Effective use of personalisation in digital marketing

Over the last few years, the ability to personalise the experience within digital channels has become more advanced and is now a key component in achieving better results from digital campaigns. Many organisations are only implementing the basics in personalising the channel experience for their target audience; some are doing nothing, therefore failing to engage with customers at key parts of the journey.

The Senior Management Team (SMT) are keen to invest in creating a personalised experience through digital channels. As the senior marketer in your organisation, or an organisation of your choice, you have been asked to produce a report to advise on different approaches and effective implementation of personalisation in digital channels across a range of stakeholder groups.

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 personalisation.

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 – REPORT

Assessment criteria covered in Task 1:

AC1.1. AC1.2, AC1.4, AC6.1, AC6.2, AC6.3

Please refer to the module specification for assessment criteria details.

For the first part of the report, you are required to investigate current and future developments in personalisation of digital channels, and provide guidance on how personalisation could be used for your chosen 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 personalisation in digital marketing. *(5 marks)*

(b) Appraise the general current and future developments of personalisation in digital channels that could influence strategic decisions in your chosen organisation. *(15 marks)*

(c) Reflect on how to personalise relevant digital channels for **ONE** target segment, by analysing examples of good and bad practice. *(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 – REPORT

Maximum page count:

Task 1 (a) – one side of A4 paper

Maximum word count:

Tasks 1 (b) to 1 (c) – 1,500 words

Guidance notes:	**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 your chosen organisation that gives an overview of the customer base and the level of maturity in the use of personalisation in digital marketing
	Task 1 (b): Every hour of the day, we are exposed to thousands of messages, an information overload; attention spans are very short and it easy to get diverted onto something else quickly. Personalisation is a very important aspect for a marketer to get right, to get good engagement, to be relevant and to connect with customers in moments that matter.
	Customers can get frustrated quickly and there is evidence that customers stop doing business with organisations that offer a poor digital experience.
	For this part of the report, candidates have been asked to appraise current and future developments. It is important to provide an in-depth understanding and awareness of personalisation in digital channels, and not personalisation as a generic subject area. Where possible, provide a comprehensive and detailed critique, and discuss how the findings could influence strategic decisions. Candidates should explore different types/methods of personalisation.
	Candidates should consider different levels of personalisation, from basic to more advanced approaches. Explore the pros and cons to help steer the management team of your chosen organisation.

Continued

Task 1 continued

	Task 1 (c): For this task, candidates should research how personalisation is being used across a range of different organisations and sectors. Some sectors will be more advanced than others, such as retail, and some organisations are behind, with poor attempts to personalise the digital channel. Candidates should think about how to measure good and bad personalisation and the impact of each. Candidates are not expected to carry out extensive research; however, they should draw upon their own, real-life experiences of digital channels when purchasing products/services, as well as secondary research to support findings. Candidates should identify the elements leading to success and failure of personalisation for **ONE** target segment, as well as the potential improvements required. Channels discussed should be relevant to the chosen organisation, with some consideration of cross-channel experience. Candidates should think about the business and marketing goals that good personalisation could help the organisation to reach. Candidates should consider the detail and the depth of data required on the **ONE** target segment, for the chosen organisation to be successful in personalising the digital channel experience. Candidates should make sure, when using examples from organisations other than the chosen organisation, that they answer task elements throughout the report.

TASK 2 – REPORT

Assessment criteria covered in Task 2:

AC1.3, AC3.1, AC3.2, AC3.4, AC4.1, AC4.2, AC4.3, AC4.4, AC5.1, AC5.2, AC5.3, AC5.4

Please refer to the module specification for assessment criteria details.

For the next part of the report, you will be exploring in depth the impact of personalisation on channel conversion rates for your chosen target segment from Task 1 (c).

Required:

(a)   Create an action plan to maximise conversion rates within different parts of the customer journey for **TWO** digital channels and exploring the role online communities could play.   *(20 marks)*

(b)   Illustrate how content can be personalised for the **TWO** digital channels selected in Task 2 (a) including the effective use of re-marketing techniques.   *(15 marks)*

(Total – 35 marks)

(Tasks 2 (a) to 2 (b) maximum word count – 1,750 words)

TASK 2 – REPORT	
Maximum word count: 1,750 words	
Guidance notes:	Task 2 (a): Candidates should create an action plan for senior management to maximise conversion rates for **TWO** digital channels. Relevant goals and metrics should be defined, with appropriate models that could help frame the answer.

The focus of this task should be answered in the context of the theme of personalisation, and not generically. Candidates should demonstrate a thorough understanding of the customer journey, and of the impact of personalisation specific to the segment chosen in Task 1 (c). Candidates should investigate how existing data within the organisation could be used.

It may be useful to read the research on micro moments from Google, and consider what these insights mean for engaging customers in their journey with your organisation. What are these key moments, what are the expectations and how can the journey be simplified?

Online communities could play an important role, as there may be scenarios where there is a need to move the communication to a conversation, for a better customer experience in digital channels. Candidates should explore the potential of different types of online communities if/where relevant to the chosen organisation, in the action plan being put forward.

Task 2 (b): Customers are exposed to thousands of messages, so personalised content will play an essential role for attention and engagement.

Candidates should explore different types of content, with a wide variety of examples to underpin findings in Task 1 (c), and other relevant references/reading. The examples should be clear and explicit, discussing the importance of relevancy, engagement and meeting other, broader ambitions of the chosen organisation. Candidates may also look at more advanced methods, dynamic content and any other useful tools that can support this project.

Candidates should think about how to makes things simple, and avoid overwhelming visitors and customers, as well as demonstrating an understanding on how they can be personalised. Re-marketing methods offer smart ways to continue to engage with customers/prospects further down the journey. Candidates should consider an effective strategy to adapt content to gain both a positive experience and help meet campaign goals. |

TASK 3 – REPORT

Assessment criteria covered in Task 3:

AC2.1, AC2.2, AC2.3, AC3.3, AC3.4, AC4.2, AC5.1, AC5.2, AC5.3

Please refer to the module specification for assessment criteria details.

For the final part of this report, you have been asked to recommend how personalisation can be managed and implemented, considering the potential risk involved.

Required:

(a) Recommend, with justification, how personalisation of digital channels can be managed and implemented effectively by your chosen organisation. *(15 marks)*

(b) Evaluate, using examples, **THREE** risks involved in implementing personalisation within your chosen organisation, including those relating to legal compliance. *(15 marks)*

(Total – 30 marks)

(Tasks 3 (a) to 3 (b) maximum word count – 1,500 words)

TASK 3 – REPORT	
Maximum word count: 1,500 words	
Guidance notes:	Task 3 (a): For this part of the task, candidates are asked to look into the resourcing and management of digital channels for their chosen organisation. Candidates should think through the internal/external resources, skills required, the challenges and the scalability of the potential implementation of personalisation of digital channels. Candidates should explore whether different approaches are required for paid, owned and earned channels. What are the requirements for basic implementation versus more advanced? Candidates should put forward proposals supported by a clear rationale based on the situation in the chosen organisation, supported by any other relevant data. It is important to consider mobile platforms, advanced tracking, relevant insights and the future of data. Analyse the expectations of the target audience and the ability of the chosen organisation to meet these. Note that the target audience is not limited to the target segment chosen for Task 1 and Task 2. Task 3 (b): For the final part of this report, candidates should advise senior management on the potential risks from implementing personalisation in digital channels, from different perspectives. What are the risk factors that may cause poor channel experience? What could go wrong in the digital channels which may lead to prospects or customers choosing competitors' products and services instead of the chosen organisation? Are there risks in using different types of personalisation, and what should be the organisation's policy? Are there lines that should not be crossed? What are the requirements for the chosen organisation to build trust and transparency? What are the risks from automating this activity? As there is personal data involved in these types of projects, candidates should demonstrate an in-depth understanding of the legal requirements, producing an evaluation that advises the senior management team on implications for future campaigns.