



CIM

CIM Level 6 Diploma in Professional Marketing

Digital Strategy (2203)

December 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **30** marks

Task 2 is worth **35** marks

Task 3 is worth **35** 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: Online communities

Communities have always existed and within the dynamic digital environment many online communities have emerged. These online or virtual communities exist to share information and interests, seek advice or support individuals. These communities can be managed by customers or by organisations.

There are forms of online communities within all market sectors. It is important for marketers to understand online communities and the opportunities and challenges that they present.

In your role as Marketing Manager of your own organisation, or an organisation of your choice, you have been asked to consider how online communities could be utilised.

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 – PRESENTATION

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.

In your role as Marketing Manager, you have been asked to produce a presentation, with supporting speaker notes, for the Senior Management Team (SMT). The presentation requires consideration of online communities within alternative market sectors.

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 online communities. *(5 marks)*
- (b) Compare and contrast **TWO** online communities across different market sectors from your chosen organisation. *(10 marks)*
- (c) Assess the benefits and challenges of using an online community for your chosen organisation. *(15 marks)*

(Total – 30 marks)

*(Organisation overview maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum slide count – 12 slides)
(Maximum word count for speaker notes – 1,200 words)*

TASK 1 – PRESENTATION

Task 1 (a):

Maximum page count: one side of A4 paper

Tasks 1 (b) to 1 (c):

Maximum slide count: 12 slides

Maximum word count for speaker notes: 1,200 words

Guidance notes:	ORGANISATION OVERVIEW GUIDELINES
	<p>Contents will contribute to the FIVE marks available in Part (a) of Task 1.</p> <p>The following headings must be included:</p> <ul style="list-style-type: none"> • 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 online communities <p>Other information relevant to the assignment may be included, within the maximum page count, to assist the Examiner in understanding the organisation.</p>
	<p>In preparing a presentation for this task, candidates should remember that the content of the slides should simply summarise the points that they make in the accompanying speaker notes. This could be achieved, for example, by using bullet points or visuals that illustrate the contents of the speaker notes.</p> <p>The allocation of words available, 1,200 in total, should be determined on a slide by slide basis by candidates.</p> <p>Task 1 (b): Candidates are required to first undertake wider reading to develop an understanding of online communities. Once the knowledge has been gained, candidates are expected to consider online communities in different market sectors from the chosen organisation. Similarities need to be drawn out through the comparison, and differences highlighted through the contrast. Candidates’ choices of online communities should reflect where best practice is evident.</p>

Continued

Task 1 continued

	<p>Task 1 (c): Having provided a comparison of online communities in different market sectors, candidates should assess the value of developing, participating in or monitoring an online community for their chosen organisation. The potential challenges should also be considered.</p> <p>Both Task 1 (b) and Task 1 (c) may be enhanced through the use of audit frameworks or models such as Community Lifestages on http://www.theglueproject.com/tag/lifestages or other models.</p> <p>The use of visual examples is encouraged in Tasks 1 (b) and Task 1 (c), but no more than four examples are expected.</p>
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TASK 2 – DIGITAL MARKETING STRATEGY

Assessment criteria covered in Task 2:

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

Please refer to the module specification for assessment criteria details.

You have been asked by the SMT to advise on three key elements required to develop or enhance a sustainable online community for your chosen organisation.

Required:

- (a) Develop, with justification, **TWO** digital marketing objectives focused on developing or enhancing an online community. *(8 marks)*
- (b) Recommend a justified digital marketing strategy for creating/enhancing and managing an online community for your chosen organisation. *(15 marks)*
- (c) Determine the digital marketing mix required to promote the online community. *(12 marks)*

(Total – 35 marks)

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

TASK 2 – DIGITAL MARKETING STRATEGY

Maximum word count: 1,750 words

Guidance notes:

This task is about enhancing an existing community or developing a new community for your chosen organisation. The community should be sustainable rather than a one-off campaign.

Task 2 (a): Candidates are required to develop, with justification, **TWO** digital marketing objectives. The objectives for Task 2 (a) should be in the context of the chosen organisation. The objectives should be justified using a relevant theoretical framework and evidence drawn from Task 1 (b) and Task 1 (c).

Task 2 (b): Candidates are required to develop and justify an appropriate digital marketing strategy. The strategy will need to determine the audience, positioning, and type of content shared within the online community.

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 should determine an appropriate digital marketing mix. The marketing mix should focus on promotion of the online community.

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 – DIGITAL MARKETING PLAN

Assessment criteria covered in Task 3:

AC5.1, AC5.3, AC5.4, AC6.1, AC6.2, AC6.3, 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 an integrated implementation plan.

Required:

- (a) Describe, in detail, the tools and resources required to support the successful ongoing management of the online community. *(10 marks)*
- (b) Explain how the online community could be integrated into the chosen organisation's wider marketing activities. *(15 marks)*
- (c) Recommend, with justification, the key metrics and the tools or methods that will be used to measure the effectiveness of the online community. *(10 marks)*

(Total – 35 marks)

(Tasks 3 (a) to 3 (c) maximum word count – 1,750 words)

TASK 3 – DIGITAL MARKETING PLAN

Maximum word count: 1,750 words

Guidance notes:

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

The key focus in this task is to provide a coherent description of the resources required, rather than bulleted lists or timelines. This may relate back to the evidence gathered in Task 1 (b) in order to ensure best practice is adopted.

For Task 3 (b) candidates should consider methods of integrating the online and offline activities and how this integration will be addressed. Relevant theoretical frameworks may offer a useful structure to address this sub-task, which requires an understanding of the chosen organisation’s current marketing activities.

Task 3 (c): Candidates need to identify two separate factors: the key metrics and the tools or methods that are used to capture the metrics. Relevant metrics may include engagement, interaction, leads, sentiment, amplification, positive reviews or customer value.

Methods of measuring the metrics may comprise qualitative or quantitative approaches, such as surveys, reviewing data, sentiment analysis or online chat.

Tools may include social media insights, third-party social listening tools, or analytics tools, depending on the type of community that has been created.

The recommendation should be justified, based on reliable sources and candidates are advised to provide their own commentary regarding tools, rather than sales details from websites.