



CIM

CIM Level 6 Digital Diploma in Professional Marketing

Mastering Digital Channels (2206)

December 2019

Assignment

The assignment comprises **THREE** compulsory tasks

Task 1 is worth **40** marks

Task 2 is worth **30** 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: Search Marketing Channels

Search marketing is one of the most important digital channels to organisations on both a paid and an organic basis. Search marketing generates visitors to websites and social media platforms and can achieve a number of marketing objectives.

The Senior Management Team (SMT) are keen to explore how the organisation can use search marketing to increase share of website traffic and gain competitive advantage. As the Digital Marketing Manager in your own organisation or an organisation of your choice, you have been asked to produce a three-part report to advise on how this channel could be used to achieve these objectives.

Guidance notes:

The assignment comprises **THREE** compulsory tasks that should be answered in report format. The main focus of the content is 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, AC1.3. AC1.4, AC3.1, AC4.2, AC4.3

Please refer to the module specification for assessment criteria details.

The first part of the report is to focus on the development of a keyword strategy, which is an important foundation in using search marketing channels.

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 search marketing channels. *(5 marks)*

- (b) Develop a detailed keyword plan for your chosen organisation that can be used across different paid and organic channels. Your plan should be supported by market and competitor insights. *(20 marks)*

- (c) Evaluate the role of content in improving search results for your chosen organisation, including the way you would monitor and measure the results. *(15 marks)*

(Total – 40 marks)

*(Organisation overview maximum page count – one side of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,750 words)*

TASK 1 – REPORT

Maximum page count:

Task 1 (a) – one side of A4 paper

Maximum word count:

Tasks 1 (b) to 1 (c) – 1,750 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 your chosen organisation that gives an overview of the customer base and the level of maturity in the use of search marketing channels

Guidance notes:

Task 1 (b) – Keyword research is the foundation of building an effective search marketing campaign. This task requires candidates to go into this activity in some depth, and not just as a surface level activity; many marketers operate at the surface, reviewing only a handful of high competition keywords.

With any plan, it is good practice for candidates to outline their goals; both the wider digital marketing goals and the specific goals related to search. There are a few different search channels and techniques that can be used in a campaign, so candidates should investigate to see what works well for their chosen organisation.

There are many tools available to research keywords which can be used to analyse market data and competition. To get further depth, candidates should analyse other organisations in the same sector, and think about different search terms at different parts of the customer journey, and the many long-tail searches.

Continued

Task 1 continued

	<p>Having a way to organise these keywords in relevant categories is important to give focus and to identify areas where the organisation could get a better return on advertising spend. Candidates should think about the keywords in relation to different types of channels/platforms when developing their plan.</p> <p>Task 1 (c) – Content is the fuel for search engines, and creating relevant content can have a significant impact on the performance of a search marketing campaign. Candidates should evaluate the role of content across the different channels/platforms, and explain how the performance of content can be measured and monitored, supported by examples. Candidates should be able to clearly advise the SMT on what can provide a positive return, versus activity that can be easily wasted. For example, there are many organisations spending to create content, but generating very little return in terms of increasing relevant traffic.</p>
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TASK 2 – REPORT

Assessment criteria covered in Task 2:

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

Please refer to the module specification for assessment criteria details.

The second part of the report is to investigate the use of a wider range of digital marketing channels, taking into account any relevant legal considerations.

Required:

- (a) Recommend how relevant digital channels other than search marketing channels can be integrated to increase engagement/conversions, supported by best practice examples. *(15 marks)*

- (b) Explain how relevant regulations could impact the implementation of channels covered in Task 1 (b) and Task 2 (a). *(15 marks)*

(Total – 30 marks)

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

TASK 2 – REPORT

Maximum word count: 1,500 words

Guidance notes:

Task 2 (a) – Using multiple digital channels is far more effective than being dependent on just one channel, such as search marketing on its own. For this task, candidates should investigate what other suitable channels could be used in combination with search marketing channels, to generate better customer awareness, and increase engagement and conversions with prospects and customers.

Candidates should consider all the different elements that can impact conversion rates and how the channels could work with each other along the customer journey. For this task, candidates should demonstrate an understanding of the channels themselves and of an integrated approach, and, where possible, should provide best practice examples that are relevant to the chosen organisation or industry.

Task 2 (b) – For all the channels mentioned in previous tasks, candidates should provide an explanation, with guidance, for the senior management, of the key actions that need to be carried out to ensure compliance, as well as of the risks of non-compliance. For example, regulations could include any activity related to privacy and data protection.

TASK 3 – REPORT

Assessment criteria covered in Task 3:

AC3.3, AC3.4, AC6.1, AC6.2, AC6.3

Please refer to the module specification for assessment criteria details.

The final part of the report asks you to research future developments in search marketing channels, and help the SMT understand the resources required for effective implementation.

Required:

- (a) Evaluate how future developments in search marketing channels could affect your market share of traffic and the impact it may have on the customer journey. *(15 marks)*

- (b) Assess the internal and external resources required to implement an effective campaign, using the channels discussed in earlier tasks. *(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 task, candidates should identify future developments in search marketing channels, which could be through following thought leaders, reviewing hardware and software technology developments, analysing customer behaviour/trends and the view from the main digital players that dominate the market. It is useful to review the potential developments of the wider market, including other industries, to allow candidates to think more creatively when answering the task.

Candidates should look at both the opportunities and threats of possible future changes in the number of visitors and online presence. Candidates should apply their findings to the chosen organisation and the impact on the customer journey. Think about how the chosen organisation could respond or stay ahead of the game in responding to both the opportunities and threats.

Task 3 (b) – For the final part of this task, candidates should assess existing resources and potential future resources required to deliver an effective campaign based on the channels discussed in this report. Where possible, these should be linked back to the goals identified earlier in this report.

When considering people resources, are specialist skills required, or upskilling of existing staff to deliver an effective campaign? What does the right blend of skills look like? What are the key challenges for the chosen organisation, and what can be leveraged within existing networks? When looking at external resources, candidates should describe what is required, considering the advantages and disadvantages. The budget requirements and timelines for implementation should also be considered.