CIM Level 6 Diploma in Professional Digital Marketing

Digital Optimisation (2214)

April 2020
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** marks

Before you begin your assignment

How to choose your organisation

Your chosen organisation could be the one you work for, one for which you are acting as a consultant, or another organisation of your choice.

You need to apply your learning to all of the tasks in this assignment. It is important, therefore, to choose an organisation that you are familiar with, and where there is sufficient scope for exploring one of the themes in the detail required.

How to choose an appropriate theme

The themes relate to marketing approaches which any organisation may face. You should select a theme which fits with activities/plans that your chosen organisation has adopted, or could adopt. You need to select the theme you are most comfortable with and where you will be able to access relevant information to address the tasks.

You will be required to justify why you have selected your theme in the organisation summary.

Before settling on a final choice of theme, please go through all of the tasks and sub-tasks to make sure that you will be able to apply them to your chosen organisation, in terms of the information you have available to you. Time spent at this selection stage will be well invested.

You will need to select **ONE** theme to base all tasks within the assignment.

Finally, discuss your choice of theme and its suitability to your chosen organisation with your tutor, and maybe some of your study partners. It may also be advantageous to select a theme which helps to develop your personal skills and enhance your career development, where possible.

Please ensure that you clearly identify your chosen theme on the front cover of your assignment and in your organisation summary.

How to approach each sub-task

It would be helpful to have access to the module specification, when reading this section, which can be found on the MyCIM student portal: https://my.cim.co.uk/

This assignment is assessed against the learning outcomes for the module, which are found in the module specification and at beginning of each task. Assessment criteria (AC) are listed under each sub-task; these represent the syllabus areas that are the focus of that sub-task.

The last column of the syllabus in module specification shows the indicative content, which is designed to demonstrate the scope of those assessment criteria, and therefore the areas of theory, knowledge and application that you may consider building into your assignment.

It is acknowledged that variations in chosen organisations/themes could result in differences in the scope of indicative content being covered by your assignment. Therefore, you do not have to address all of the indicative content. You should select the content that is appropriate to your chosen organisation, theme and data.

Note also that the indicative content is not an exhaustive or definitive list and can just as easily cover other aspects of both practice and theory, including those processes and procedures used by your chosen organisation.

Good practice guidelines for assignment production

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

The tasks will indicate any specific format requirements, and it is expected that assignments will be presented accordingly.

Further information on format style, fonts requirements and guidance on word count can be found in the Student Assignment Submission Guidelines located on the MyCIM student portal: https://my.cim.co.uk/

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

It is good practice to acknowledge all sources/methodologies/applications using the Harvard referencing system. Details of how to reference can be found in the Harvard System of Referencing guide on located on the MyCIM student portal: https://my.cim.co.uk/

Themes
As a Digital Marketing Manager, you have been asked by the Senior Management Team (SMT) to consider the optimisation of digital marketing that will help the organisation meet its objectives for growth or sustain its current market position.

Theme 1: Market Penetration

The SMT has asked you to take responsibility for delivering a plan for digital optimisation, with the objective of creating growth or sustaining existing revenue through more effective market penetration.

You are required to assess the impact of factors from the digital environment, with the aim of achieving the objective for your chosen organisation. You are also required to develop a conversion optimisation plan, including relevant ways of measuring its success, in the context of your organisation's goals, its market sector and current situation and relevant theoretical frameworks and concepts.

Theme 2: Market Development

The SMT has asked you to take responsibility for delivering a plan for digital optimisation, with the objective of creating growth or sustaining existing revenue through market development.

You are required to assess the impact of factors from the digital environment, with the aim of achieving the objective for your chosen organisation. You are also required to develop a conversion optimisation plan, including relevant ways of measuring its success, in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

Theme 3: Product/Service development

The SMT has asked you to take responsibility for delivering a plan for digital optimisation, with the objective of creating growth or sustaining existing revenue through product/service development.

You are required to assess the impact of factors from the digital environment, with the aim of achieving the objective for your chosen organisation. You are also required to develop a conversion optimisation plan, including relevant ways of measuring its success, in the context of your organisation's goals, its market sector and current situation, and relevant theoretical frameworks and concepts.

Continued

Theme 4: Diversification

The SMT has asked you to take responsibility for delivering a plan for digital optimisation, with the objective of creating growth or sustaining existing revenue through diversification.

You are required to assess the impact of factors from the digital environment, with the aim of achieving the objective for your chosen organisation. You are also required to develop a conversion optimisation plan, including relevant ways of measuring its success, in the context of your organisation's goals, its market sector and current situation and relevant theoretical frameworks and concepts.

Key things to remember once you have made your choice of organisation and theme

- Although this is a practitioner-based assignment, the use of key concepts and theories to support your response is a key part of building your argument. Relevant theory should be used, but where there are no 'preferred theories' given within the indicative content, all are acceptable if they are relevant.

- Once you have chosen your theme, all tasks and sub-tasks must be applied to that theme.

- All sub-tasks should be applied to your chosen organisation, unless otherwise stated.

- Please ensure that you are familiar with the grade descriptors, contained within this assignment, as they provide details of what the examiner is expecting for each task.

- Please note assignments can only be accepted for marking with a valid assessment booking.

Task 1 – Digital Environmental Audit

Learning Outcomes covered in Task 1:

LO1, LO2

Please refer to the module specification for Learning Outcome details.

Digital Insights

In line with the theme you have selected for this assignment, you are required to carry out the following.

(a)   Provide a background to your chosen organisation, including:

- organisation name
- organisation information – to include type of organisation, size of organisation, range of products and services, customer base and main competitors
- stakeholders – summary of the organisation's key internal and external stakeholders
- key customer segment – an overview of the selected key customer segment
- theme chosen and rationale for choice. *(5 marks)*

(b)   Evaluate the findings of an audit of the digital macro and micro environments to assess both the potential level of innovation and the organisational readiness, in relation to the impact and influence of the opportunities and threats identified.

AC1.1, AC1.2, AC2.3 *(15 marks)*

(c)   Analyse the insights drawn from further analysis of the key findings of your audit in Task 1 (b), to determine the required marketing activities, customer experience, and ethical issues.

AC2.1, AC2.2 *(10 marks)*

(Total – 30 marks)

(Organisation summary maximum page count – two sides of A4 paper)
(Tasks 1 (b) to 1 (c) maximum word count – 1,250 words)
(Task 1 (b) Audit – insert into appendices)

Task 2 – Conversion Optimisation Plan

Learning Outcomes covered in Task 2:

LO3, LO4

Please refer to the module specification for Learning Outcome details.

Digital Optimisation

In line with the theme you have selected for this assignment, you are required to carry out the following.

(a) Create a customer persona based on the characteristics of the key customer segment for a conversion optimisation plan, clearly detailing the relevant stages of the customer journey for this segment.

AC3.1   *(15 marks)*

(b) Develop and justify a conversion optimisation plan for the organisation, to support the chosen theme. This should consider:

- the key elements that influence conversion rates
- conversion objectives
- the desired return on investment
- the use and integration of offline and online implementation.

AC3.2, AC4.1, AC4.2   *(20 marks)*

(Total – 35 marks)

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

Task 3 – Report

Learning Outcomes covered in Task 3:

LO5, LO6

Please refer to the module specification for Learning Outcome details.

Digital Analytics, Monitoring and Measurement

In line with the theme you have selected for this assignment, you are required to carry out the following.

(a)   Recommend ways in which the conversion optimisation plan in Task 2 (b) can be measured and monitored in relation to the objectives set, using relevant analytics and measurement techniques.

AC5.1, AC5.2, AC6.1   *(20 marks)*

(b)   Define the data required and the stages involved in creating a plan to improve digital optimisation in the future.

AC6.2, AC5.3   *(15 marks)*

(Total – 35 marks)

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

Grade Descriptor: Level 6 Qualification/ Digital Optimisation	Distinction (70+) This grade is given for work that meets at least 70% of the assessment criteria and demonstrates a candidate's ability to:	Merit (60-69) This grade is given for work that meets at least 60% of the assessment criteria and demonstrates a candidate's ability to:	Pass (50-59) This grade is given for work that meets at least 50% of the assessment criteria and demonstrates a candidate's ability to:	Fail (0-49) This grade is given for work that does not meet enough of the assessment criteria to secure a pass. This may be due to:
Task 1 30%	- provide an excellent level of detail about the chosen organisation, and an excellent justification for the choice of theme.

- provide an excellent evaluation of the findings of the audit, previously carried out, for the digital macro and micro environments, making excellent use of relevant analytical frameworks.

- provide an excellent in-depth consideration of the organisation's readiness to innovate in terms of digital culture.

- identify and give an excellent explanation of key drivers from the digital environment and key stakeholders, to provide evidence and excellent insights on which to base a plan, identifying opportunities and threats.

- demonstrate excellent in-depth understanding of the impact of the insights on marketing activities and the customer experience.

- demonstrate that relevant ethical and legal/regulatory issues have been recognised and acted upon.

- demonstrate an excellent level of knowledge and understanding throughout, with excellent references to the theory applied. | - provide a good level of detail about the chosen organisation, and a good justification for the choice of theme.

- provide a good evaluation of the findings of the audit, previously carried out, of the digital macro and micro environments, making good use of relevant analytical frameworks.

- provide a good level of consideration of the organisation's readiness to

innovate in terms of digital culture.

- identify and give a good explanation of key drivers from the digital environment and key stakeholders, to provide some evidence and good insights on which to base a plan, identifying opportunities and threats.

- show good understanding of the impact of the insights on marketing activities and the customer experience.

- show that some relevant ethical and legal/regulatory issues have been recognised and acted upon.

- demonstrate a good level of knowledge and understanding, with good references to the theory applied. | - provide an adequate level of detail about the chosen organisation, and an adequate justification for the choice of theme.

- provide an adequate evaluation of the findings of the audit, previously carried out, of the digital macro and micro environments, making adequate use of relevant analytical frameworks.

- provide an adequate level of consideration of the organisation's readiness to innovate in terms of digital culture.

- identify and give an adequate explanation of key drivers from the digital environment and key stakeholders, to provide some evidence and adequate insights on which to base a plan, identifying opportunities and threats.

- show adequate understanding of the impact of the insights on marketing activities and the customer experience.

- show that adequate ethical and legal/regulatory issues have been recognised and acted upon.

- demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory. | -limited identification of details of the organisation and the chosen theme.

-limited description of the findings of the audit, previously carried out, of the digital macro and micro environments, possibly using some analytical frameworks.

-little or no consideration of the organisation's readiness to innovate in terms of digital culture.

-little or no explanation of key drivers from the digital environment and key stakeholders, providing little evidence and few insights on which to base a plan; limited identification of opportunities and threats.

-little or no demonstration of understanding of the impact of the insights on marketing activities and the customer experience.

-little or no demonstration that ethical and legal/regulatory issues have been recognised and acted upon.

-little or no demonstration of knowledge and understanding, or references to theory applied. |

Grade Descriptor: Level 6 Qualification/ Digital Optimisation	Distinction (70+) This grade is given for work that meets at least 70% of the assessment criteria and demonstrates a candidate's ability to:	Merit (60-69) This grade is given for work that meets at least 60% of the assessment criteria and demonstrates a candidate's ability to:	Pass (50-59) This grade is given for work that meets at least 50% of the assessment criteria and demonstrates a candidate's ability to:	Fail (0-49) This grade is given for work that does not meet enough of the assessment criteria to secure a pass. This may be due to:
Task 2 35%	- create an excellent customer persona with an appropriate structure, based on demographics, goals, motivations for using the site, and webographics. - provide an excellent map of the relevant stages of the customer journey. - provide, with justification, an excellent conversion optimisation plan that is appropriate to the chosen theme and organisational context. - identify key elements that influence conversion rates. - provide an excellent level of consideration of appropriate conversion objective(s) and the desired return on marketing spend. - provide an excellent level of consideration and detail of relevant converting channels and integration with offline channels, in terms of implementation. - demonstrate an excellent level of knowledge and understanding throughout, with excellent references to the theory applied.	- create a good customer persona with an appropriate structure, based on some of the following: demographics, goals, motivations for using the site, and webographics. - provide a good map of the relevant stages of the customer journey. - provide a good conversion optimisation plan that is appropriate to the chosen theme and organisational context. - identify some elements that influence conversion rates. - provide a good level of consideration of appropriate conversion objective(s) and the desired return on marketing spend. - provide a good level of consideration of converting channels and integration with offline channels, in terms of implementation. - demonstrate a good level of knowledge and understanding throughout, with good references to the theory applied. - demonstrate a good level of knowledge and understanding, with good references to the theory applied.	- create an adequate customer persona with an appropriate structure, based on some of the following: demographics, goals, motivations for using the site, and webographics. - provide an adequate map of the relevant stages of the customer journey. - provide an adequate conversion optimisation plan that is appropriate to the chosen theme and organisational context. - identify some elements that influence conversion rates. - provide an adequate level of consideration of appropriate conversion objective(s) and the desired return on marketing spend. - provide an adequate level of consideration of converting channels, in terms of implementation. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory.	-creation of a basic customer persona which may lack detail. -provision of a limited customer journey map. -a limited conversion optimisation plan, which may not be appropriate to the chosen theme and organisational context. -little or no consideration of elements that influence conversion rates, objectives or return on marketing spend. -little or no consideration of converting channels, in terms of implementation. -little or no demonstration of knowledge and understanding, or references to theory applied.
Task 3 35%	- make excellent recommendations of appropriate analytics and measurement and monitoring methods, with excellent justification in terms of the defined objectives, the conversion activities included in the plan, and linkage to the theme. - make excellent recommendations of strong and appropriate digital measurement tools and techniques, clearly outlining the stages required to cover all necessary elements in the creation of an actionable improvement plan. - demonstrate an excellent level of knowledge and understanding throughout, with excellent references to the theory applied.	- make good recommendations of appropriate analytics and measurement and monitoring methods, with good justification in terms of the defined objectives, the conversion activities included in the plan, and linkage to the theme. - make good recommendations of appropriate digital measurement tools and techniques, outlining the stages required to cover necessary elements in the creation of an actionable improvement plan. - demonstrate a good level of knowledge and understanding, with good references to the theory applied.	- make adequate recommendations of analytics and measurement and monitoring methods, with adequate justification in terms of the objectives defined, the conversion activities included in the plan and linkage to the theme. - make adequate recommendations of some digital measurement tools and techniques, outlining some of the stages required to cover elements in the creation of an actionable improvement plan. - demonstrate an adequate level of knowledge and understanding, supporting the response through references to theory.	- few if any recommendations of analytics and measurement and monitoring methods. - lack of justification in terms of the objectives defined, the conversion activities included in the plan, and/or linkage to the chosen theme. -few if any recommendations of digital measurement tools and techniques, and little if any indication of stages required to cover elements in the creation of an actionable improvement plan -little or no demonstration of knowledge and understanding, or references to theory applied.