

Digital Industries Apprenticeship

Digital Marketer Project 1 - Overview

Helping Hands Care Service

Version 1.2

January 2019

Project Overview and Objectives

You are a newly qualified Digital Marketing Analyst working for an End London Care Company digital marketing is new to them. They have a website for Direct payment. You have been asked to analyse the existing digital marketing activities you will need to, gather and review further market data and then present your recommendations in a report.

An apprentice will need to:

- 1. Analyse the existing digital marketing activities of a new client**
- 2. Gather further market data**
- 3. Review the additional data and synthesize the results**
- 4. Present your recommendations in a report**

You are required to create a presentation for the client that will meet your organisation's requirements and support the growing business needs of the company.

Project Outputs and Deliverables

Once completed, to demonstrate completion of the tasks you will be asked to provide a series of outputs, that should be submitted together with the synoptic project declaration.

All referenced documents are located in Appendix A, as named and in the order, they appear in the instructions. You may select each document, by double-clicking, and then 'save-as' to a location of your choice. Although it is not mandatory to use the templates provided, apprentices are recommended to review their contents first to understand the type of information that should be captured.

Deliverable	Output	Evidence
Analyse	<p>Review all the enclosed documentation and analyse the data for. Helping hands care service Identify which digital marketing activities that the client has implemented so far have been most successful.</p> <ul style="list-style-type: none"> • A summary of the marketing campaigns undertaken already; • A qualitative segmentation of the activities in the campaigns; • A quantitative summary of the success / failure of each activity (e.g. sum of all engagement / average shares per organic post); • Total costs of each campaign; • Rol of each campaign; • Inventory of assets currently in use; • Inventory of assets ready to be deployed. 	<p>Spreadsheet or PDF Document Project report</p>
Gather	<p>Identify the gaps in the current marketing activities undertaken by Helping hands create a list of potential new techniques to use and gather data to allow an assessment of which would work.</p> <ul style="list-style-type: none"> • List of major platforms which the client has not yet tried using; • List of digital marketing techniques that have not yet been tried; • List of assets that would be needed to deliver for these new platforms; • Estimate of costs of creation of these new campaigns. 	<p>Spreadsheet / Word tables / PDF Project report</p>
Review	<p>Assess the information gathered about new potential marketing avenues and synthesize into suggested new campaigns.</p> <ul style="list-style-type: none"> • Summary of the options for new digital marketing campaigns; <p>Assessment of each option for new digital marketing campaigns.</p>	<p>Spreadsheet / Word tables / PDF Project report</p>
Present	<p>Create a presentation to co-deliver with the Account Manager for Helping hands to the company directors which outlines what you have learnt and suggests how you would recommend expanding the client's digital marketing campaigns.</p> <ul style="list-style-type: none"> • Presentation for clients including: <ul style="list-style-type: none"> a) Options for potential new digital marketing campaigns, in language suitable for technical and non-technical audiences; b) Recommendation of which new digital marketing campaigns to implement for the client; <p>Costs and budget breakdown for implementing these campaigns.</p>	<p>Presentation in PowerPoint / PDF Project report</p>

Project Information and Equipment

- Helping hands background information.
- Helping hands customer profile.
- Portfolio of previous Helping hands marketing activities.
- Assorted marketing image assets owned by Helping hands

Your training provider and or employer will provide you with all resources required to complete your project including:

- Laptop / PC.
- internet access.
- spreadsheet software.
- presentation software.

Rubrics Grading

Standard to be achieved	Failed	Pass	Merit	Distinction.
	0-39	40-60	60-75	75%
Competencies				
Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication				
Research: analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns				
Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives				
Data: reviews, monitors and analyses online activity and provides recommendations and insights to others				
Problem solving applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms				
Analysis: understands and creates basic analytical dashboards using appropriate digital tools				
Implementation: builds and implements digital campaigns across a variety of digital media platforms				
Applies at least two of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click				
Uses digital tools effectively				

Digital analytics: measures and evaluates the success of digital marketing activities				
Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication				
Research: analyses and contributes information on the digital environment to inform short- and long-term digital communications strategies and campaigns				
Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives				
Knowledge and Understanding				
Understands and can apply basic marketing principles				
Understands and can apply the customer lifecycle				
Understands the role of customer relationship marketing				
Understands how teams work effectively to deliver digital marketing campaigns and can deliver accordingly				
Understands the main components of Digital and Social Media Strategies				
Understands the principles of all of the following specialist areas: search marketing, search engine optimisation, e mail marketing, web analytics and metrics, mobile apps and Pay-Per-Click and understands how these can work together				
Understands the similarities and differences, including positives and negatives, of all the major digital and social media platforms				

Understands and responds to the business environment and business issues related to digital marketing and customer needs				
Understands and follows digital etiquette				
Understands how digital platforms integrate in to the working environment				
Understands and follows the required security levels necessary to protect data across digital and social media platforms				
Skills, Attitudes and Behaviours				
Logical and creative thinking skills				
Analytical and problem-solving skills				
Ability to work independently and to take responsibility				
Can use own initiative				
A thorough and organised approach				
Ability to work with a range of internal and external people				
Ability to communicate effectively in a variety of situations				
Maintain productive, professional and secure working environment				

