

# THE TASK

## TASK 1 UNDERSTAND DIGITAL MARKETING

LO1 – Understand Digital Marketing is assessed in this task

### Scenario

You work as a digital marketing consultant, specialising in using social media to advertise and market businesses, products and services.

You have been employed by Pathfinder Schools – a trust of primary schools and a secondary school based around Rothwell and Desborough. They have asked you to investigate the use of digital marketing and social media for the trust and present your findings to the trust board and school head teachers.

### Tasks to Submit

- Presentation
- A3 poster
- Two-page leaflet

Date Issued :		Date to be Submitted :	
Pass	Merit	Distinction	
P1: Outline the tools available for digital marketing P2: Explain the stages of the digital marketing life cycle		D1 : Assess the impact of digital marketing on an identified product	
Evidence			
<p><b>Task One</b> Create a presentation outlining the role of marketing within a business, how digital marketing is used as a business tools, the digital marketing tools available to businesses and digital marketing strategies</p> <p>Your presentation should include at least 10 slides and detailed speaker notes. You will need to refer to 1.1 – 1.4 in the unit specification for the detailed content to include.</p> <p><b>Assessment Guidance :</b> P1 Learners must outline the tools available for a digital marketing campaign as outlined in the learning outcome (LO). The outline must provide a clear indication of what the tool is and how it is used within a digital marketing campaign. Evidence is in the form of a presentation with detailed speaker notes.</p>			
<p><b>Task Two</b> Create an A3 poster to share in your presentation that explains the stages of the digital marketing life cycle (setup, traction, positioning, expansion, viral growth). You poster will also be displayed in the Trust office.</p> <p>You will need to refer to 1.5 in the unit specification for the detailed content to include in your poster.</p> <p><b>Assessment Guidance :</b> P2 Explain the stages of the digital marketing life cycle.</p>			

**Task Three**

The trust have asked you to give examples of digital marketing campaigns that have worked well and not worked well. They would like to see examples of the posts and information that was shared in the campaign along with a description of what went well in the campaign and what went wrong (so schools don't make the same mistakes).

Prepare a two-page handout outlining the impact, success and failures of two different digital marketing campaigns.

You will need to refer to 1.4 of the unit specification for the detailed content to include in your leaflet.

**Assessment Guidance : D1** Assess the impact of digital marketing on an identified product .

## Unit Specification : LO1 Understand digital marketing

i.e. points **must** be included in your evidence. **E.g.** points are examples that could be included

1.1 The role of marketing within business, i.e.:

- market research
- raising awareness and affecting perception of need via promotion and advertising
- selling

1.2 Digital marketing as a business tool, i.e.:

- business establishment
- business growth
- business continuity

1.3 The tools of digital marketing, i.e.:

- social media types (e.g. publishing - blogging and wikis, sharing - videos, music, images, discussing, networking - social, business)
- email
- landing page optimisation
- banners and popups/unders
- SEO (search engine optimisation)
- paid and organic search results
- channels (e.g. Facebook, paid advertisements on search engines, Twitter advertisements)

1.4 Digital marketing

- strategies towards identified marketing goals, i.e.:
  - o identifying potential customers and markets
  - o setting short term and long term goals (e.g. raise awareness, increase sales, gaining information)
  - o creating a marketing and sales funnel (e.g. awareness, interest, action)
  - o developing a call to action
  - o gathering data
  - o creating traffic

1.5 Digital marketing life cycles

- stages of the digital marketing life cycle (e.g. setup, traction, positioning, expansion, viral growth)