Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
Introduction to Digital Marketing
EXERCISE 1: INTRODUCTION TO DIGITAL MARKETING

The aim of this module is to enable learners to conduct digital research, set business objectives for a digital marketing campaign, and prepare the foundations for developing a targeted digital marketing strategy. The Practical Exercise associated with this module includes three tasks:

Task 1 – Introducing Organic BewT (Exercise Context)
The first task in this exercise introduces a business scenario that is used as context for the subsequent tasks and exercises in this program.

Step 1: In the Scenario page, select About Organic BewT from the Organic BewT Induction list of tasks
Step 2: On the Induction Item 1 – About Organic BewT page, select the link represented by the underlined word “here” to review the Organic BewT range of skincare products
Step 3: When you have completed your review of the products, select the Continue button
Step 4: In the Organic BewT Goals and Objectives page, select the Continue button when you have reviewed the campaign goals and objectives

[Task complete]

Task 2 – Company Goals and Using SMART Objectives
This task focuses on setting and using actionable objectives to inform a clearly defined digital marketing plan using the SMART goal methodology.

Learning Objectives:
- Recognize the purpose of SMART objectives in a digital marketing plan
- Create SMART objectives
- Develop clear and actionable objectives for a digital marketing plan

Step 1: In the Scenario page, select Company Goals and Objectives from the Organic BewT Induction list of tasks
Step 2: Select the link represented by the text “business goals and objectives” to review the advertising campaign goals, if you have not already reviewed them in Task 1
Step 3: When you have completed your review of the campaign objectives, select the Close button to continue
Step 4: Select the Continue button to move forward
Step 5: In the Induction Item 2 page, complete the Drag and Drop quiz item to demonstrate your understanding of the requirements for a SMART goal and then select the checkmark icon towards the bottom-right corner of the screen
Step 6: Select the Continue button to move forward
Step 7: Match one example of each of the five elements in a SMART goal to the relevant category by selecting the most appropriate example from the dropdown list. Note: the list of five
examples is the same for each category (Specific, Measurable, and so on) but only one matching example exists for each category item.

**Step 8:** Select the checkmark icon towards the bottom-right corner of the screen when you have completed the activity

**Step 9a:** If you have not completed the activity correctly, you can select Try Again to have another go

**Step 9b:** If you have completed the activity correctly, you can select the Continue button to advance forward

**Step 10:** In the Induction Item 2 page, answer the quiz item to demonstrate your ability to identify a SMART goal and then select the checkmark icon towards the bottom-right corner of the screen

**Step 11a:** If you have not completed the activity correctly, you can select Try Again to have another go

**Step 11b:** If you have completed the activity correctly, you can select the Continue button to advance forward

**Step 12:** In the Induction Item 2 page, answer the next quiz item to demonstrate your ability to identify a SMART goal and then select the checkmark icon towards the bottom-right corner of the screen

**Step 13a:** If you have not completed the activity correctly, you can select Try Again to have another go

**Step 13b:** If you have completed the activity correctly, you can select the Continue button to advance forward

**Step 14:** In the Induction Item 2 page, answer the third quiz item to demonstrate your ability to identify a SMART goal and then select the checkmark icon towards the bottom-right corner of the screen

**Step 15a:** If you have not completed the activity correctly, you can select Try Again to have another go

**Step 15b:** If you have completed the activity correctly, select the Continue button to advance forward

**Step 16:** In the Induction Item 2 page, read the Drag and Drop task instructions and then select the Close button to start the activity

**Step 17:** Complete the SMART goal by dragging and dropping the required statements to the appropriate target and then select the checkmark icon towards the bottom-right corner of the screen

**Step 18a:** If you have not completed the activity correctly, you can select Try Again to have another go

**Step 18b:** If you have completed the activity correctly, you can select the Continue button to complete the task

[Task complete]
Task 3 – Meet the Team
This task focuses on how a digital marketer’s role and responsibilities fit into a wider business team. It also covers some of the variety of roles and responsibilities that can exist in digital teams.

Learning Objectives: -
- Recognize how a digital marketer’s role and responsibilities fit into shared business objectives and into a wider business team
- Recognize how teamwork and various roles in digital teams can contribute to an overarching digital marketing strategy

Step 1: In the Scenario page, select Meet the Team from the Organic BewT Induction list of tasks
Step 2: In the Meet the Team page, you can choose any team member by selecting their associated visual to learn more about their role and their objectives and responsibilities within the team
Step 3: When you have reviewed the team member’s role and responsibilities, select the Close button to return to the Meet the Team page
Step 4: Select the Next (>) button in the bottom-right corner of the screen to move forward
Step 5: In the Induction Item 3 page, select the appropriate team member’s image to show that you understand the roles and responsibilities of your fellow team members
Step 6a: If you have completed the activity correctly, you automatically move forward to the next activity
Step 6b: If you have not completed the activity correctly, you can select Try Again to have another go
Step 7: The Induction Item 3 page reopens to present a new activity where you are asked to select the appropriate team member to help with a task
Step 8a: If you have completed the activity correctly, you automatically move forward to the next activity
Step 8b: If you have not completed the activity correctly, you can select Try Again to have another go
Step 9: The Induction Item 3 page reopens to present another new activity where you are asked to select the appropriate team member to help with a task
Step 10a: If you have completed the activity correctly, you automatically move forward to the next page
Step 10b: If you have not completed the activity correctly, you can select Try Again to have another go
Step 11: When you have completed the task, the final page in the task provides feedback and you can select the Complete button when you are ready to close the Practical Exercise
Step 12: Select the Finish Module button in the bottom-right corner of the screen to close the Exercise and complete the module or, alternatively, select the Home button if you want to start the Practical Exercise again

[Task complete]