Certified Digital Marketing Professional

Practical Exercises
Exercise Solutions
Content Marketing
EXERCISE 2: CONTENT MARKETING

The aim of this module is to enable learners to develop the knowledge and skills needed to execute a content marketing strategy in a persona-oriented, data-driven way – informed by business objectives, aligned with the buyer’s journey, and with an overall marketing strategy. The Practical Exercise associated with this module includes three tasks:

Task 1 – Create an Instagram Post
The first task requires the learner to create an Instagram post for an Awareness campaign using Canva, based on a specific design brief provided in the exercise.

Learning Objectives:
- Create and curate compelling and innovative content
- Target content type to an audience on social platforms
- Align content effectively to different stages of the buyer’s journey

Step 1: In the Scenario page, read the scenario and then select the first task, Create an image for your campaign, from your Task List
Step 2: In the Task 1 – Creating an Instagram post page, read the task details and then select Begin when you are ready to start the task
Step 3: Select the Create a design button in Canva and then choose Instagram Post from the list of Social Media post options
Step 4: Select the Elements tab from the context menu on the left of the screen and then choose the Grids option to layout your design
Step 5: Choose the first image option in the Grid list as we need a single image for this campaign
Step 6: Complete the quiz question on this page by choosing the most appropriate image for the Instagram campaign
Step 7a: If you have not chosen the most appropriate image, select Try Again
Step 7b: If you have completed the activity correctly, select the Next button to move forward
Step 8: Select the Filter menu, choose the Cali option, and then click Next to configure the image transparency settings
Step 9: Select the Transparency icon to the right of the Arrange menu and adjust the slider widget setting to 80 and then choose Next
Step 10: Drag the image elements on the left (heading, subheading, and so on), drop them onto the appropriate area on the Canva image, and then select the Produce button
Step 11: Select the Next (>) button in the bottom-right corner of the screen to move forward to the next task

[Task complete]
Task 2 – Schedule a Facebook Post
The second task requires the learner to schedule Facebook post for an Awareness campaign, based on the scenario details provided in the exercise.

Learning Objectives:
- Use content scheduling techniques and tools to distribute content across social media platforms
- Extend the value of content by repurposing and distributing it across a variety of platforms

Step 1: In the Scenario page, review the scenario again and then select the second task, Schedule a Facebook post from your Task List
Step 2: In the Task 2 – Schedule a Facebook post page, read the task details and then select Begin when you are ready to start the task
Step 3: Select the Publishing Tools menu in Facebook and then choose the Scheduled Posts option
Step 4: Choose the + Create button and then select the Event option in the Create New Page Post page
Step 5: Select the Create an offer for people to claim option from the menu
Step 6: In the Create an offer, discount or deal page, enter the text 15% off all skincare products for Australia Day into the Title field
Step 7: Schedule the offer to expire on 27-January-2019 at 5pm in the Expires field and then select Add Photos
Step 8: Choose the Happy Straya Day Pic from the list of images, select the Online checkbox and then enter organicbewt.au as the required URL
Step 9: Select the Add promo code option, enter 15OFF as the promo code, and then choose the Ready To Post button
Step 10: Select the dropdown option next to the Publish button and choose Schedule Offer
Step 11: In the Schedule offer panel, enter 25-January-2019 at 5pm as the offer start time and choose the Schedule button
Step 12: Select the Next (>) button in the bottom-right corner of the screen to advance forward to the next task

[Task complete]
Task 3 – Reach Out to an Influencer
This task focuses on best practice when including influencer marketing as part of a content promotion strategy. During this task, the learner is required to identify an appropriate influencer to approach as a potential advocate for a product, based on the scenario details provided in the exercise.

Learning Objectives:
- Distinguish between the strategies used for content promotion
- Extend the value of content by promoting and distributing it across a variety of platforms
- Use content effectively at each stage in a digital marketing strategy

Step 1: In the Scenario page, review the scenario again and then select the third task, Reach out to an influencer from your Task List
Step 2: In the Task 3 – Reach Out to an Influencer page, read the task details and then select Begin when you are ready to start the task
Step 3: Review the first social media influencer, Cardio_Cara, on the Influencers page by selecting Cara’s profile image and then selecting her Instagram page to enlarge the detail so you can learn more about the size of Cara’s network and her specific interests
Step 4: When you have reviewed Cara’s details, click on the Instagram page to zoom back out and then choose the Close (X) button to return to the Influencers page
Step 5: Review each of the two other Influencers, Kelsey and Margaux, while noting their details and then select the Next button to move forward
Step 6: Choose the one Influencer you want to reach out to and note that you can review the criteria for making your choice by selecting the Information (i) button in the top-right corner of the screen
Step 7a: If you have not chosen the most appropriate Influencer, select Try Again
Step 7b: If you have completed the activity correctly, select the Continue button to move forward
Step 8: In the Reaching Out page, review the recommendations provided for your initial communication with the preferred Influencer and select the Continue button when you are ready to compose the email message
Step 9: Enter an appropriately worded message into the Subject line of the Email form and then compose your communication using the recommendations provided into the main body of the form
Step 10: When you are happy with your message, select the Send button to initiate contact with your preferred Influencer
Step 11: Review the feedback from your preferred Influencer and then select the Next (>) button in the bottom-right corner of the screen to move forward
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)