DIGITAL COMMUNICATIONS

Practical Exercises
Exercise 1

Lesson Goal: To understand the fundamentals of digital communications planning

You are a marketing executive at an online sports retailer and are in the process of launching a new product. Previous campaigns that your team ran have failed to identify with your target audience and you don’t want to repeat this.

To optimize the customer focus, it is important to identify the customer journey:

- Create a customer profile
- Understand your customers’ lifecycle
- Identify the communication types that you should use during each stage of the customer journey

You can then decide how to use the customer journey to inform your campaign planning.
Lesson Goal: To understand your audience and choose the most appropriate channels for your campaign

Your manager has tasked you with carrying out a digital audit to identify the company’s shortcomings and implement improvements. Use the following considerations to complete this task:

- Digital Channels
- Existing Resources
- KPI results

Write a report (200-500 words) detailing the audit details and future recommendations.

Alternatively, you can show your audit as a table in Excel.

<table>
<thead>
<tr>
<th>Channels</th>
<th>Resources</th>
<th>KPIs</th>
<th>Recommendations</th>
</tr>
</thead>
<tbody>
<tr>
<td>Google</td>
<td>Agency</td>
<td>Leads or sales</td>
<td>Increase spend on converting campaigns</td>
</tr>
<tr>
<td>Facebook</td>
<td>Internal</td>
<td>Engagement</td>
<td>Introduce video</td>
</tr>
</tbody>
</table>
Lesson Goal: To understand your audience and choose the most appropriate channels for your campaign

You work for a digital marketing agency and have been commissioned to design and execute a campaign with the completion date set for 6 weeks’ time.

- Use the Critical Path Method to structure the project and identify the critical path.
- Define appropriate timelines which are linked to the objectives set.

Use this to appropriately structure the campaign and establish the project scope.
Lesson Goal: To create a budget for your digital strategy, and to resource it effectively

You are keen to improve the results of your business’ digital strategy and have acknowledged that engaging in digital PR is a good way to achieve and increase reach.

This can be done by:

- Engaging with influencers and advocates
- Establishing how to leverage your contacts
- Empowering customers to influence friends

Once you’ve identified these elements, devise an actionable Digital PR plan for either your business or one of the fictional businesses used previously.
Lesson Goal: To create a budget for your digital strategy, and to resource it effectively

You work for a global food manufacturer and are responsible for marketing of a new range of chocolate bars. In doing so, it is important to ensure that you have a good awareness of both your customers and your competitors when planning your digital campaign.

Complete the following tasks:

- Carry out a situational analysis for your company using the SOSTAC model.
- Research digital conversations to discover more about customer needs.
- Devise a content plan that you can implement across several of your desired digital channels.
Lesson Goal: To review, measure, and analyze your strategy

You are the website manager for an online fashion retailer. Despite implementing a high level digital marketing strategy, you have not seen significant increases in your sales.

To understand why this is happening, you need to look at where users are leaving your site by measuring the impact of your digital campaigns. Design a measurement strategy by considering the following factors:

- Establish relevant digital metrics, customer service metrics, and business KPIs for the business.
- Set up an analytics tool account of your choice that best suits the business.
- Combine a digital strategy with a measurement strategy to avoid the use of ‘vanity metrics’ and ensure actionable output.