DIGITAL CHANNELS

Practical Exercises
Lesson Goal: To recognize best practices when planning your digital channels

You are a marketing executive at an online sports retailer who wants to take a more strategic approach to their inbound and outbound marketing activities. In order to do this, you are required to plan the channels you should use for inbound and outbound activities.

To do this, establish:

- The channels best used for inbound/outbound marketing.
- Identify your target audience (demographics, interests and so on).
- The business goals you would aim to achieve.
- Consider mobile targeting as part of your plan.
- Outline some of the challenges you might face and how you plan to overcome them.

Now devise a detailed cross-channel media plan for an online sports retailer.
Lesson Goal: To recognize best practices for social media and content marketing

Take a look at your organization or an organization you would like to work for and create four personas based on their ideal customer. Complete this section in Excel, or as a table in Word. Include their interests, age, gender, motivations, channels used, and value to the business.

Now plot your personas on a reach value matrix to establish your priority personas.
Lesson Goal: To recognize best practices for search engine marketing

For your business, or one of the fictional businesses previously used, devise an SEO optimized landing page. To do this, consider the following:

- Headline
- Keywords
- Call to action
- Navigation
- Best ways to convert
- Third-party verifications
- Page structure

Use this tool to preview your page title and meta description: [https://www.portent.com/serp-preview-tool](https://www.portent.com/serp-preview-tool).
Lesson Goal: To recognize best practices for email and affiliate marketing, and marketing automation

You are the manager of a clothing store who wants to develop customer loyalty. You want to send an email to customers who have previously purchased from your store. Craft an engaging email using Mailchimp based on the guidelines below:

- Include an opt-out mechanism, enabling customers to unsubscribe to emails.
- Make sure it encourages customer retention, for example, includes exclusive content, selections based on past searches or purchases, discount codes and so on.
- Include a call to action.
- Make sure it is measurable so you can calculate the conversion rate.
Lesson Goal: To recognize best practices for display and video marketing

You are a marketing executive for a medium-sized online travel provider and it is coming up to the peak time when people book holidays. You did not receive as many bookings last year as you expected and you are keen to address this.

You intend to use digital display ads in your marketing campaign instead of traditional ads, because you feel they have a higher impact.

Draw a rough sketch of a digital display ad for the online travel provider in the following formats:

- Leaderboard 728x90
- MPU 300x250
- Wide Skyscraper 160x600

Establish the type of display ad you wish to use (Desktop or Mobile) and where you will have this displayed.

Identify the creative format you feel will have the most impact and is most appropriate when translating to screens.

Design a display ad for the online travel provider that will increase chances of capturing and converting consumers (Note: think about messaging, visuals, CTAs).