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# **BCS Digital Industries Apprenticeship**

## **Digital Marketer Project D – Overview**

**Version 2.0**  
**March 2019**

## Change History

Any changes made to the project shall be clearly documented with a change history log. This shall include the latest version number, date of the amendment and changes made. The purpose is to identify quickly what changes have been made.

Version Number and Date	Changes Made
V1.0 18/06/18	Document created.
Version 1.1 November 2018	Removed 'Apprentice Declaration' bullet point from Project Information and Equipment section.
V2.0 March 2019	Adjustments made to several outputs and resources required.

## Project Overview and Objectives

You are working in the Owned Media department of North Star Digital Marketing Agency, you are employed as the Online Platform Co-ordinator. *Escargot Frites*, a thriving traditional French restaurant is seeking to develop a mobile presence to engage with and provide enhanced service to their customers. They have approached North Star Digital and invited the agency to present a prototype of a proposed solution. The presentation will require research of the technical possibilities, analysis of the client's needs and presentation of an appropriate solution.

An apprentice will need to:

- 1. Understand the requirements of the client and set goals for the solution**
- 2. Research the options for providing a mobile presence**
- 3. Test the marketplace and assess the best option for the client**
- 4. Present recommendations in a report**

You are required to create a presentation for the client that will meet your organisation's requirements and support the growing business needs of the company.

## Project Information and Equipment

- *Escargot Frites* background information.
- Current customer profile information.
- Restaurant menu.

Your training provider and or employer will provide you with all resources required to complete your project including:

- laptop/PC
- internet access
- spreadsheet software
- presentation software

## Project Outputs and Deliverables

Once completed, to demonstrate completion of the tasks you will be asked to provide a series of outputs, that should be submitted together with the synoptic project declaration.

All referenced documents are located in Appendix A, as named and in the order they appear in the instructions. You may select each document, by double-clicking, and then 'save-as' to a location of your choice. Although it is not mandatory to use the templates provided, apprentices are recommended to review their contents first to understand the type of information that should be captured.

<b>Deliverable</b>	<b>Output</b>	<b>Evidence</b>
<b><i>Understand</i></b>	<p>Review all the enclosed documentation and identify the target audiences that the client is already reaching, and which audience it should target with its mobile offering.</p> <ul style="list-style-type: none"> <li>• A summary of the audiences that the client is already reaching;</li> <li>• A summary of which market segments are not currently being reached;</li> <li>• An assessment of which market segment can / should be targeted with a mobile offering;</li> <li>• A summary of any other considerations or constraints that guide the development of the mobile offering.</li> </ul>	<p>Word document or PDF Document</p>
<b><i>Research</i></b>	<p>Through reading expert opinion, blogs and industry advice, research the different options for building a mobile presence, including creating an app, creating a targeted mobile website, creating a responsive website and/or joining restaurant aggregator app(s).</p> <ul style="list-style-type: none"> <li>• List of criteria to consider when assessing different options;</li> <li>• Table summarising the pros and cons of each option against these criteria;</li> <li>• Summary of evidence assessed and list of links to information gathered;</li> <li>• Trends and themes around the target audience.</li> </ul>	<p>Spreadsheet / Word tables / PDF</p>
<b><i>Test and Assess</i></b>	<p>Test marketing possibilities for each option to understand how much of the market segment could potentially be reached, and assess the potential impact of each for gaining impact on the market as a whole.</p> <ul style="list-style-type: none"> <li>• An outline of marketing campaigns to utilise with each option;</li> <li>• A guide to any constraints on each marketing campaign;</li> <li>• A valid business case that supports matching the mobile activity to the target audience;</li> <li>• A list of KPIs to measure the success of the campaigns against;</li> <li>• A list of target estimates for these KPIs, to provide quantitative goals for the campaign;</li> <li>• A budget estimate for how much would need to be spent to support each option.</li> <li>• A forecast of RoI.</li> </ul>	<p>Spreadsheet / Word tables / PDF</p>

<b>Present</b>	<p>Create a presentation to co-deliver with the Account Manager to the owners of <i>Escargot Frites</i> which outlines what you have learnt, and suggests which option you would recommend for achieving increased mobile presence for the client.</p> <ul style="list-style-type: none"> <li>• Presentation for clients including: <ul style="list-style-type: none"> <li>a) Options for new mobile offering, in language suitable for technical and non-technical audiences.</li> <li>b) Recommendation of which mobile offering to implement for the client.</li> <li>c) Costs and budget breakdown for marketing this option, including forecasted RoI.</li> </ul> </li> </ul>	<p>Presentation in PowerPoint / PDF</p>
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## Apprenticeship Competencies Covered

<b>Competency Standard</b>
Written communication: applies a good level of written communication skills for a range of audiences and digital platforms and with regard to the sensitivity of communication.
Research: analyses and contributes information on the digital environment to inform short and long term digital communications strategies and campaigns.
Technologies: recommends and applies effective, secure and appropriate solutions using a wide variety of digital technologies and tools over a range of platforms and user interfaces to achieve marketing objectives. Data: reviews, monitors and analyses online activity and provides recommendations and insights to others.
Analysis: understands and creates basic analytical dashboards using appropriate digital tools.
Problem solving: applies structured techniques to problem solving, and analyses problems and resolves issues across a variety of digital platforms.
Uses digital tools effectively.
Digital analytics: measures and evaluates the success of digital marketing activities.