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BCS Digital Industries Apprenticeship

Digital Marketer Project A - Overview

Version 3.0

April 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 and finalised
V1.1 28/11/18	Removed reference to declaration form from Project Information and Equipment section
V2.0 01/03/19	Adjustments made to several outputs.
V3.0 12/04/19	Google+ references removed/ Minor adjustments to reflect this change made to outputs.

Project Overview and Objectives

You are a newly qualified Digital Marketing Analyst working for a locally-based digital marketing agency called North Star Digital. You have been asked to analyse the existing digital marketing activities of a new client, gather and review further market data and then present your recommendations in a report.

An apprentice will need to:

1. **Analyse the existing digital marketing activities of a new client**
2. **Gather further market data**
3. **Review the additional data and synthesize the results**
4. **Present your 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 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.

It is recommended that you review all information to understand what should be captured. It is important to make note of the required outputs below when analysing, gathering, reviewing and presenting information.

Deliverable	Output	Evidence
Analyse	<p>Review all the enclosed documentation and analyse the data for RenovateWithU. Identify which digital marketing activities that the client has implemented so far have been most successful.</p> <ul style="list-style-type: none"> • A summary of the marketing campaigns undertaken already; • A qualitative segmentation of the activities in the campaigns; • A quantitative summary of the success / failure of each activity (e.g. sum of all engagement / average shares per organic post); • Inventory of assets currently in use; • Inventory of assets ready to be deployed. 	<p>Spreadsheet or PDF Document</p>
Gather	<p>Identify the gaps in the current marketing activities undertaken by RenovateWithU, create a list of potential new techniques to use, and gather data to allow an assessment of which would work.</p> <ul style="list-style-type: none"> • List of major platforms which the client has not yet tried using based on the audience; • List of digital marketing techniques that have not yet been tried based on the audience; • List of assets that would be needed to deliver for these new platforms; 	<p>Spreadsheet / Word tables / PDF</p>

	<ul style="list-style-type: none"> • An analysis of three competitors and their marketing activities; • Estimate of costs of creation of these new campaigns. 	
Review	<p>Assess the information gathered about new potential marketing avenues, and synthesize into suggested new campaigns.</p> <ul style="list-style-type: none"> • Summary of the options for new digital marketing campaigns; • Assessment of each option for new digital marketing campaigns. • Forecasted Rol. 	<p>Spreadsheet / Word tables / PDF</p>
Present	<p>Create a presentation to co-deliver with the Account Manager for RenovateWithU to the company directors which outlines what you have learnt, and suggests how you would recommend expanding the client's digital marketing campaigns.</p> <ul style="list-style-type: none"> • Presentation for clients including: <ul style="list-style-type: none"> a) Options for potential new digital marketing campaigns, in language suitable for technical and non-technical audiences; b) Recommendation of which new digital marketing campaigns to implement for the client; c) Costs and budget breakdown for implementing these campaigns. 	<p>Presentation in PowerPoint / PDF</p>

Project Information and Equipment

- RenovateWithU background information.
- RenovateWithU customer profile.
- Portfolio of previous RenovateWithU marketing activities.
- Assorted marketing image assets owned by RenovateWithU.

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.

Apprenticeship Competencies Covered

Competency Standard
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.