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BCS Digital Industries Apprenticeship

Digital Marketer Project F - 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.
V1.2 February 2019	Removal of non-relevant line regarding appendix documents.
V2.0 March 2019	Adjustments made to outputs and required resources.

Project Overview and Objectives

You are the Social Media Executive for North Star Digital Marketing Agency. You are responsible for planning and implementing social media activities for external clients. Velvet Pillow Charity are a new client to North Star Digital Agency. You are required to plan a social media campaign which will help the charity promote a regional event(s) and generate donations.

An apprentice will need to:

1. **Analyse the existing competitor landscape**
2. **Test audience segments / keywords and identify potential audience for campaign**
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.

Deliverable	Output	Evidence
Analyse	<p>Identify five charities working on homelessness and analyse their main activities on social media, to understand what to recommend to Velvet Pillow about their own approach.</p> <ul style="list-style-type: none"> • A list of five homelessness charities, their main social media accounts (including handles and links); • A categorisation of these charities main marketing activities into broad types (between five and ten categories); • An aggregation of success metrics for their content from these accounts; • A list of any clear 'dos and don'ts' for homelessness charities, reflecting which content has and hasn't worked. 	<p>Spreadsheet and Word document or PDF Document</p>
Test	<p>Based on the competitor analysis, come up with keywords or audience segments to target and test the size of audience on at least two different social networks (chosen based on where Velvet Pillow's competitors have demonstrated success).</p> <ul style="list-style-type: none"> • A list of keywords / market segments to target; • The projected size of the audience for each of these keywords / segments (including how these were calculated). 	<p>Spreadsheet / Word tables / PDF</p>

Review	<p>Review the tests and recommend which social media activities North Star Digital should implement to help Velvet Pillow achieve their goal.</p> <ul style="list-style-type: none"> • An outline of three to five distinct social media campaigns; • A short style guide outlining the tone of voice that Velvet Pillow should use across its activities; • A guide to any network-specific constraints regarding tone of voice, content types, level of activity on a particular network; • A list of KPIs to measure the success of the campaigns against; • A plan for a paid advert on at least one social media platform, using either the social platform itself or an advert mock-up tool • A list of target estimates for these KPIs, to provide quantitative goals for the campaign, including expected RoI; • A breakdown of costs and how spend is allocated between campaigns. 	<p>Spreadsheet / Word tables / PDF</p>
Present	<p>Create a presentation to deliver to Velvet Pillow, briefly outlining:</p> <ul style="list-style-type: none"> • Map of competitor landscape; • Tests undertaken, and results found; • Proposed social media campaigns; • Budget including breakdown; • Expected RoI. 	<p>Presentation in PowerPoint / PDF</p>

Project Information and Equipment

- Velvet Pillow Charity background information.
- Sponsors profile.
- Goals for the marketing campaigns.
- Business Requirements.
- Charity event schedule.

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
- access to both audience targeting and keyword research tools
- a login for a social media advertising platform (Facebook Ads, Twitter Ads etc)
OR;
- access to a social media advertising mockup tool.

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.