

# Internet Marketing

Assignment Guidelines 2017-18

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# Elements of Assessment

1. 010 An Internet Marketing Strategy (2000 words) - 50%

Please submit your 2000 Word Paper to the 010 Link on Turnitin:

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[2017/18\\_TRI3\\_3\\_Internet Marketing\\_010\\_MOD0...](#)

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1. 011 Blog Website (up to 20 posts) - 50%

Please submit a 1 page document with:

Your SID, Module Name, Element, Submission Date

**Blog Website Web Address** e.g. <http://intmkting1234.blogspot.com>

to the 011 Link on Turnitin:

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# Internet Marketing Strategy

- **Executive Summary-** Provide justification for your choice of blog interest, state strategy and tactics to be used. State the time period that this strategy was developed for e.g. 18 months
- **1. Introduction-** this section would introduce what is your blog interest or business. A company history is NOT needed. You should say why you have chosen to create a blog i.e. an online presence for that interest or business. You would also want to state that the strategy is based on the RACE and SOSTAC model.
- **2. Customer Research-** here you need to do conduct some market research using largely secondary data to identify the your customers. Essentially, you have to get some stats on Trinidad and Tobago's internet/social media usage, who shop online, what do they do online etc.

- **3. Objectives-** you need to specify 2 to 3 objectives that you want to achieve from your blog e.g. to attract 500 unique visitors in 12 months. You should make use of the 5 S's model and make sure that your objectives are SMART.
- **4. Strategy-** in this section you provide the HOW i.e. how are you going to achieve the objectives set. This section should cover the following elements:
  - 4.1 Business model- using Timmers (1999) or other literature state what business model you are going to adopt. E.g. e shop, information brokerage or virtual communities. You must then explain how the model would work, sort of you intention for using the blog.
  - 4.2 Revenue Model- here you would state how you intend to generate revenue e.g. CPC using Google Adsense
  - 4.3 Overall Strategy- here you would give the strategic intent using Ansoff or Porter's theory or similar. E.g. market penetration or market development

- **5. Target Marketing and OVP-**

- **Segmentation criteria used-** must state the exact segment you are targeting and what criteria you are using to choose that segment e.g. age, gender, loyalty or online behaviour
- **OVP-** here you must create a tag line and a set of value offerings to customers that would differentiate you from your competitors
- **Content Marketing and User Experience of Blog-** here you would outline the topics or themes that you would be posting on your blog based on your OVP and segment. What would they want to read? So give a break down of this theme or topics. In addition provide a layout for the blog (using wireframes) also discuss the experience you want users to enjoy e.g. easy use, simple navigation etc. it would be useful to say how you would do it on the blog. Remember Google Blogger has the layout and templates pre-built.

- **6. Tactics to Reach, Interact and Engage Customers-**

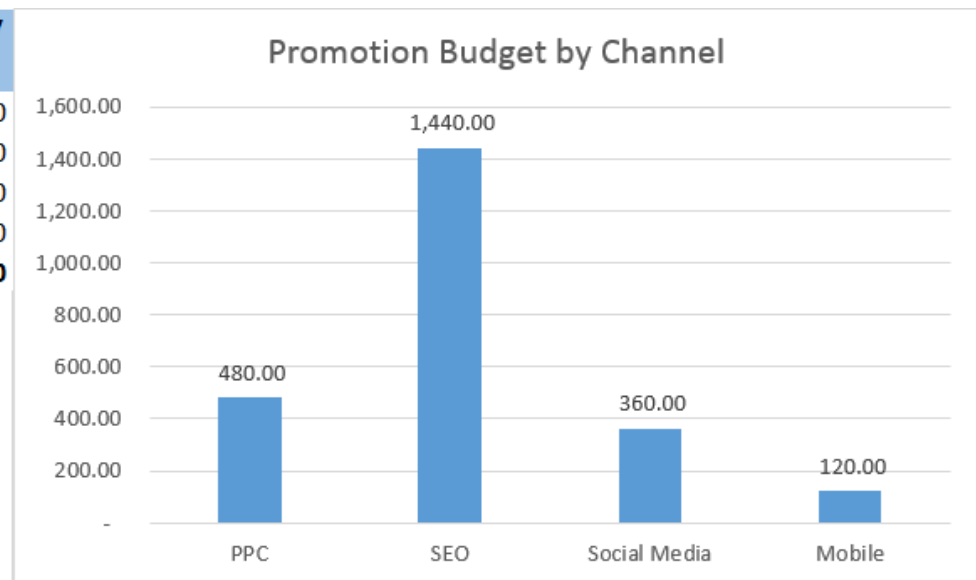
- In this section would outline how you would attract customers to your blog. You have to discuss SEO, you may have also used emails, social media such as Facebook, Instagram.
- Say how you Engaged and interacted with your customers. You would have to use social media e.g. Twitter, Facebook, Instagram, this must be embedded onto your blog using a twitter widgets or Facebook plugins. You may have also used polls, Home page design, customer service and support.
- Use screen shots as evidence that you have actually used and implemented the various tactics

- **7. Performance Metrics- chosen metrics based on Chaffey's Diagnostic Categories for E Marketing Measurement.** You need to state what specific metrics you would use to measure site performance. Take note of your objectives, what metrics would you use to determine if you are achieving the objectives you set. E.g. bounce rate, % unique visitors etc

Objectives	Web Analytic/Metrics
To attract 500 visitors in 12 months	Number of Views, Unique Visitors, etc

- **8. Budgets and Forecasts-** you need to do a promotion budget for the various channels you would use to assist in achieving your objectives. for the period you specified in the executive summary. So what would it cost you to reach, interact and engage your audience. Use Budget Template.

Media	Cost per click	Budget	pageviews/ visitors
PPC	0.50	<b>480.00</b>	960
SEO	1.20	1,440.00	1200
Social Media	1.00	360.00	360
Mobile	2.00	120.00	60
			<b>2580</b>



## Key points to note

- The strategy must be implemented on the Blog Website
- So there must be evidence of your tactics on the blog.
- The examiner must see your tagline, must see the OVP being implemented
- Also the user experience and content you outlined must be apparent
- There must be evidence of engagement i.e. visitors posting comments, interaction via Twitter or Facebook etc.