

# Unit 34: Digital Marketing

<b>Unit code</b>	<b>R/618/5121</b>
<b>Unit level</b>	<b>5</b>
<b>Credit value</b>	<b>15</b>

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## Introduction

To support digital transformation and growth, business organisations are becoming more digital savvy and are developing digital marketing plans. The role of digital marketing is to help organisations gain new traffic, leads and sales for their business by expanding reach to consumers looking for products and services.

The aim of this unit is to introduce students to digital marketing and its importance in the successful marketing of organisations. The unit will enable students to develop an understanding of how organisations use various digital tools and techniques to engage their customers and maintain a competitive advantage.

Digital marketing is a major component of the successful marketing of organisations. The digital landscape is continually evolving, it is important for marketers to stay ahead of their competitors and deliver cutting-edge digital marketing approaches and strategies.

This unit is designed to give students the knowledge and tools to work as part of a digital marketing team or to go on to further study in this specific area.

## **Learning Outcomes**

By the end of this unit a student will be able to:

- LO1 Investigate the influence of the digital environment for effective marketing of business organisations
- LO2 Apply digital tools and techniques for an integrated marketing approach within a given business organisation
- LO3 Design a digital marketing campaign using multimedia to optimise content that targets key audiences
- LO4 Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.

## Essential Content

### LO1 Investigate the influence of the digital environment for effective marketing of business organisations

#### *The digital environment:*

Definitions of digital marketing.

Digital marketing career opportunities and roles, e.g. digital marketing executive, Search Engine Optimisation (SEO) specialist, content strategist.

- Key knowledge and skills that includes digital integration, product management, customer experience, branding, monitoring and evaluating effectiveness and risk management.
- Key behaviours, e.g. influencing, collaboration, creativity, commercial awareness, entrepreneurial, innovative and inspiring, and being financially literate.

Overview of the digital landscape and online consumer power.

Key benefits of digital marketing as a business tool.

The role of digital marketing in relation to the 7Ps.

Stages of the digital marketing lifecycle.

Organisation challenges of digital marketing: legislation, technological resources and availability of skills.

#### *Digital marketing opportunities:*

Role of digital marketing strategy.

Digital marketing for business establishment and growth.

Use of Artificial Intelligence (AI) in marketing and how it impacts digital campaigns, e.g. personalisation.

Importance of customer insight and understanding in developing digital marketing campaigns.

The growth of 'micro-moments' and their impact on business.

Consumer lifecycle stages of digital adoption.

## LO2 **Apply digital tools and techniques for an integrated marketing approach within a given business organisation**

### *Digital tools, platforms and channels:*

Advantages and disadvantages of digital tools, platforms, channels.

Selecting appropriate digital tools, platforms and channels for organisation context, e.g. website, social media, apps.

Digital marketing techniques to encourage customer acquisition, conversion and retention, e.g. SEO, display and video advertising, email marketing, pay-per-click advertising.

Reach, impact and cost effectiveness of digital marketing tools and techniques.

### *Content marketing:*

Advantages and disadvantages of different content formats.

Content marketing process, including:

- research best practice to develop content topics based on target personas
- developing a content calendar to plan and structure content creation and promotion
- aligning content to achieving business goals.

Creating, curating and appraising content, including:

- aligning content to different stages of the buyer journey
- identifying the key components in a company's brand personality
- recognising the benefits of content personalisation
- tools to create and curate different types of content.

Format and restrictions on content.

### *Integration of digital with other marketing channels:*

Frameworks and models of integration.

Multi-channel marketing vs Omni channel marketing.

Benefits of integrated data and analysis.

Integration and resource planning.

### LO3 **Design a digital marketing campaign using multimedia to optimise content that targets key audiences**

#### *Digital marketing campaign planning:*

A digital campaign vs regular communications plan.

Different audience research methods and social listening techniques.

Awareness of specific cultural factors that influence research.

Establishing campaign goals and messaging proposition.

Alignment with wider organisation marketing objectives.

Integrating elements of the marketing mix.

Auditing existing digital channels and assets.

Setting objectives, selecting digital tools, platforms and channels, e.g. Snapchat, Instagram, Facebook to meet social media objectives.

Resource and implementation planning.

#### *Digital marketing campaign design:*

Campaign theme and the creative concept.

Structuring the digital marketing campaign to maximise reach, e.g. timescales, frequency.

Factors to determine offer and desired audience 'call to action'.

Creating buyer personas and value proposition.

Design factors to provide a seamless customer experience, e.g. mapping customer journey, consistent brand identity and messaging.

**LO4 Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.**

*Monitoring and measuring techniques:*

Measures of digital campaigns using KPIs, measurable metrics and use of analytics platforms.

Procedures used for measuring digital campaigns.

Performance measures using online metrics.

Populations measures.

*Monitoring changes in the technological environment:*

Tools and techniques for monitoring and reporting digital changes.

Environmental scanning.

Capturing and reporting on changes in the technological environment.

## Learning Outcomes and Assessment Criteria

Pass	Merit	Distinction
<b>LO1</b> Investigate the influence of the digital environment for effective marketing of business organisations		<b>LO1 and LO2</b> <b>D1</b> Critically analyse digital marketing to draw valid conclusions for effective marketing of business organisations.
<b>P1</b> Examine the opportunities and challenges digital marketing presents for effective marketing of business organisations	<b>M1</b> Analyse the opportunities and challenges for business organisations in the digital marketing landscape.	
<b>LO2</b> Apply digital tools and techniques for an integrated marketing approach within a given business organisation		
<b>P2</b> Apply key digital tools and techniques that are available to marketers for an integrated marketing approach. <b>P3</b> Discuss their effectiveness in terms of reach, impact and cost.	<b>M2</b> Analyse the effectiveness of applying an integrated marketing approach and the benefits this has for an organisation.	
<b>LO3</b> Design a digital marketing campaign using multi-media to optimise content that targets key audiences		<b>LO3 and LO4</b> <b>D2</b> Create a multimedia digital marketing campaign that provides a seamless customer experience and applies appropriate measures and performance metrics aligned to digital marketing objectives.
<b>P4</b> Design a digital marketing campaign that integrates and optimises multi-digital channels to reach target key audiences.	<b>M3</b> Design a digital marketing campaign that applies a creative concept to capture audience interest and inspire 'call to action'.	
<b>LO4</b> Evaluate methods of monitoring and measuring a digital marketing campaign in line with marketing objectives to increase engagement and conversions.		
<b>P5</b> Evaluate the measurement techniques and performance metrics in digital marketing. <b>P6</b> Present a set of actions to improve performance in digital marketing.	<b>M4</b> Critically evaluate the application of key digital measurement techniques and performance metrics used in digital marketing.	

## Recommended Resources

### Textbooks

CHAFFEY, D. and ELLIS-CHADWICK, F. (2019) *Digital Marketing: Strategy, Implementation and Practice*. 7th Ed. Harlow: Pearson.

HEMANN, C. and BURBARY, K. (2018) *Digital Marketing Analytics: Making Sense of Consumer Data in a Digital World*. 2nd Ed. Que Publishing.

KINGSNORTH, S. (2019) *Digital Marketing Strategy: An Integrated Approach to Online Marketing*. 2nd Ed. Kogan Page.

### Websites

<a href="http://www.digitalmarketer.com">www.digitalmarketer.com</a>	DigitalMarketer Resources (General reference)
<a href="http://www.digitalmarketinginstitute.com">www.digitalmarketinginstitute.com</a>	Digital Marketing Institute Membership (General reference)
<a href="http://www.hubspot.com">www.hubspot.com</a>	Hubspot Resources (Templates)
<a href="http://www.marketingdonut.co.uk">www.marketingdonut.co.uk</a>	Marketingdonut Online Marketing (General Reference)
<a href="http://www.smartinsights.com">www.smartinsights.com</a>	Smart Insights Resources (Toolkits and templates)

### Links

This unit links to the following related units:

*Unit 2: Marketing Processes and Planning*

*Unit 14: Digital Business in Practice*

*Unit 35: Integrated Marketing Communications*

*Unit 55: Planning Social Media Campaigns*