MAR4721 Digital Marketing
Final Project Assignment: Live Case
Digital Marketing Analysis and Presentation - SCOPE

The Project: To complete an analysis of the Digital Marketing strategy of a real local business that uses multiple digital marketing channels. This project can be a great real-world experience and a differentiator for you on your resume.

The Process: You will be assigned to a team of classmates. You will be assigned client. You will provide the client with objective assessment, advice, and recommendations.

The Format: The PowerPoint presentation (with research data and notes!*) will be uploaded to Dropbox in eLearning and presented to the client and the class.
* A “conversation” to help the reader better understand the key points on each slide.

- Executive Summary
- Brief background on the business, its situation, its value proposition, and overall company goals
- Short competitor (competitive) analysis

Analysis/Assessment of current Digital Marketing efforts, with a focus on customer acquisition/conversion strategies and customer retention strategies.

For each of the following areas, provide: Strengths, Opportunities for Improvement, Recommendations, Benchmark Examples (what are others doing well as an example?)

- Website design/branding (including responsive design)
- Website optimization and search marketing (including Google Places)
- Social media marketing (what platforms? Why? How?)
- Email marketing
- Marketing Analytics what to measure? What analytics? What tools to use?

- Research data, facts, charts, graphs, sources and citations in PPT and notes.
- Conclusion

- Overall professionalism of the PowerPoint document
- Overall professionalism of the Presentation to client

Note: You MUST use PowerPoint, NOT GoogleDocs, etc. (This is so clients and I can open it. Also, keep in mind that conversions from Mac Keynote do NOT work well.)

Presentation Length:
Time: The team will have 25 minutes to present, with 5-10 additional minutes for Q&A.
PowerPoint Length: Length is hard to determine, but approximately 25 slides is reasonable.