

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