

FINAL TASK

In this task, you shall be preparing a consolidated digital marketing plan and delivering it to the client. The plan should give a strategic focus to the client. The client expects your marketing plan to deliver actionable insights and would like to put your recommendations to immediately use in order to see an positive impact on its business.

REVIEW / RESEARCH

This task will require you to revisit/review vital aspects of your previous tasks; please review each of these in-depth, as well as any notes you have, before starting the assignment:

RESPOND

Create a consolidated digital marketing plan that includes the steps that need to be taken in order to meet the business objectives. The plan must include the research conducted in the previous modules and your recommendations after taking into account the feedback given to you by your peers. The submission should be a formal document that the client can use right away after your submission.

Include descriptive graphics and visualizations in your report so that it is easier for the client to comprehend your research findings and recommendations. Your submission should be a written plan document and should look like a professional recommendation (not an academic exercise). You should not copy paste your previous module submissions into one document. Consider each module as one dot and your final plan should perform the job of connecting the dots by bringing out a coherent narrative/story.

Include the following sections in your plan

1. Table of contents
2. Executive summary
3. Recommended sections in the Main body of the report
 - Client Analysis - (Optional)
 - Problem Statement - (What business problem are your trying to solve)
 - Costumer Journey Map - (Description of CJM phases, key questions, concerns and business objectives for each CJM phase)
 - Data collection and Analysis - (Description of key data sources to be collected, bias elimination, type of data analysis, key KPIs and benchmarks)
 - Channel Strategy - (Email and Display strategy)
 - Test and Control Plan - (Research plan to test effectiveness your channel strategy)
4. Works cited section listing the sources of your information

SUBMIT

- A single PDF file, with the response between 3500 and 4000 words.
- Name the file as FirstName-LastName-Week8-FinalTask.
- You must provide both in-text citations (within the body of the paper) and full citations (in the works cited section). The in-text citations point your reader toward the full citations in the works cited page. You can follow any one of the three commonly used style guides in business writing for citing your sources (APA, MLA or CHICAGO style). The works cited section does not count towards your word limit. Words mentioned in tables and visuals will be counted towards your word limit.
- Please keep a copy of the PDF saved for future references.