**Digital Marketing Group Term Project**

Students will conduct an audit/analysis of an existing company’s digital marketing strategy and develop a digital marketing plan.

**Here is an outline to assess the digital strategy employed by the company you choose:**

1-Situation Analysis (what product/service does this business offer? What is the target market?

2- Identify marketing objectives (what does this business hope to accomplish using digital marketing?)

3- Gather insights into the target audience (use of digital platforms, social media channels, key segments)

4- Identify and analyze the key digital marketing platforms they are using – Are they integrated?

5- What is the Content marketing strategy that is used?

6- Identify the unique customer experience present in this company’s digital and social channels

7- Metrics (how do you think they measure success)

8- Provide recommendations for how this business can best meet its marketing objectives.

* The team’s recommendations should address the gaps you identified.
* Provide some new digital marketing ideas.
* What are key performance indicators for your measurement against your strategic goals?

**Remember: think like a Digital Marketing consultants**

**Where to look/what to look for:**

* Company website, social media, mobile app, search, YouTube channels, etc.
* Visible engagement metrics may include: # of tweets/retweets, visitors, are social share buttons present/visible, number of followers, likes, presence of a YouTube channel, are they gathering feedback from followers, etc.

**Deliverables**:

1. Electronic version of the written project (Microsoft Word, 10-15 pages, double spaced, 12 point font, Times New Roman) to be submitted by the group leader on Blackboard (LMS).