I.THE INTRODUCING OF DIGITAL ENVIRONMENT & DIGITAL MARKETING

1. What is the digital landscape?

2. An overview of the digital landscape.

2.1. Over the world

2.2. In Vietnam

3. The components of Digital environment

4. Digital marketing

4.1. Definition of digital marketing

4.2. The differences between online and offline marketing concepts.

4.3. The Benefits of digital marketing.

5. Opportunities of digital marketing

5.1. The role of understanding customer insight in digital marketing.

5.2. The growth of online consumer power.

6. Challenges and impacts of digital marketing:

6.1. The shift from brands and suppliers to customers and their experience of the brand.

6.2. The impact of negative publicity and meeting customer expectations in the digital age.

6.3. How to track and monitor the multitude of different devices.

6.4. The competitive environment and rising above the ‘noise’.

6.5. The growth of ‘micro-moments’ and their impact on business.

II. DIGITAL MARKETING TOOLS, PLATFORMS AND CHANNELS

2.1. Digital marketing tools

2.1.1. The use of digital platforms for revenue generation.

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

2.1.3. Tools for digital marketing

2.1.4. Digital hardware to enhance marketing.

2.2. Consumer life-cycle stages of digital adoption.

2.3. The growth of online transactions and e-commerce.

2.4. The role of different automated and non-automated sales and support activities.

III. CONCLUSIONS

Bài 2 ở dưới nếu bạn nhận thì báo giá mình luôn ha

**ASSIGNMENT FRONT SHEET <No.2> ❒Retake**

|  |  |
| --- | --- |
| **Qualification** | **BTEC Level 4 HND Diploma in Business** |
| **Unit number and title** | **538\_Digital Marketing** |
| **Assignment due** |  | **Assignment submitted** |  |
| **Learner’s name** |  | **Learner’s code** |  |
| **Class** |  | **Assessor name** |  |

|  |
| --- |
| **Learner declaration:**I certify that the work submitted for this assignment is my own and research sources are fully acknowledged. |
| **Learner signature** |  | **Date** |  |

**Grading grid**

|  |  |  |  |  |  |  |
| --- | --- | --- | --- | --- | --- | --- |
| P5 | P6 | P7 | P8 | M3 | M4 | D2 |
|  |  |  |  |  |  |  |

|  |  |
| --- | --- |
| **Assignment title** | **Organizing digital activities and evaluation** |
| In this assignment, you will have opportunities to provide evidence against the following criteria. Indicate the page numbers where the evidence can be found. |

|  |  |  |  |
| --- | --- | --- | --- |
| **Assessment criteria** | **Expected evidence** | **Task no.** | **Achieved (Stick to mark as achieve)** |
| LO3 **Determine how to organise digital marketing activities and build multi-channel capabilities in an organisation** |
| Develop a digital marketing plan and strategy to build multi-channel capabilities. | * The opportunities and challenges of a digital hardware landscape and the development of multi-channel platforms and online interchanges.
* Digital marketing campaigns planning.
 | P5 | **❒ Achieved****❒Not achieved** |
| Explain how omnichannel marketing has evolved | * The use of omni-channel marketing to ensure the consistency of the consumer experience in every aspect
 | P6 | **❒ Achieved****❒Not achieved** |
| **LO4** Evaluate methods of monitoring and measuring digital marketing effectively |
| Determine and evaluate the measurement techniquesand performance metrics in digital marketing. | * Measurement 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
 | P7 | **❒ Achieved****❒Not achieved** |
| Present a set of actions to improve performance in digital marketing. | * Discuss the mechanisms to improve digital marketing performance
 | P8 | **❒ Achieved****❒Not achieved** |

|  |  |  |
| --- | --- | --- |
| **Assessment criteria** | **Expected Evidence** | **Achieved (Stick to mark as achieve)** |
| **M3** |

|  |
| --- |
| Apply the tools and techniques to plan an end-to-end omni-channel marketing campaign. |

 | **❒ Achieved****❒Not achieved** |
| **M4** | Critically evaluate application of key digital measurement techniques and performance metrics used in digital marketing. | **❒ Achieved****❒Not achieved** |
| **D2** | Develop a coherent and logical digital marketing strategy and determine its implications.Generate an actionable measurement framework that can be applied in an organisational context. | **❒ Achieved****❒Not achieved** |
| Summative feedback: |
| **Assessor’s Signature** |  | Date |  |