Tutorial One

Digital Marketing Management

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Slides + Additional Resources

All tutorial slides and additional resources are available online at **allaboutcommerce.co.nz**

The slides are owned by me and can be removed at any time, do not stop attending tutorials just because the materials are online, the website may have outdate materials.

Getting in contact

Please avoid sending emails to my student email (myvuw) as I don't check this

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Todays Agenda

Logging into Rocketspark

Assignment 1 Overview: What you will do, what we expect.

Landing Page Elements + Design Principles

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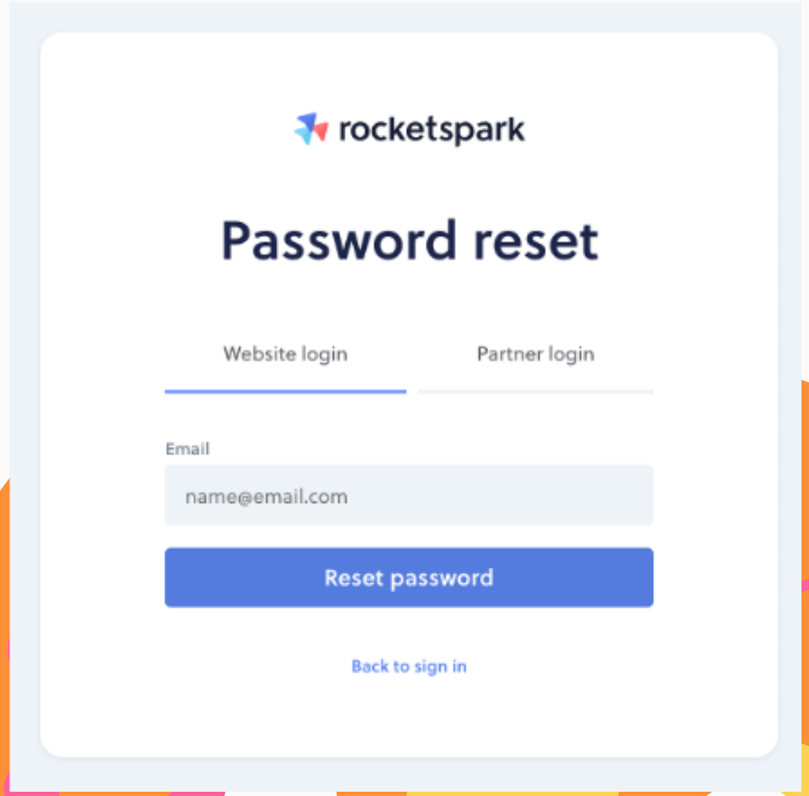
Logging into Rocketspark

Make sure the blue line is under website login
Forgot Password > Enter Personal Email > Reset Password



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IMPORTANT

Once you are logged in DO NOT create a new website, the url of your site should be firstname-lastname.rocketspark.co.nz

Assignment Overview

- You need to submit a URL to your landing page. Copy the page's URL and paste it into Nuku (5%)
- You need to submit a Digital Marketing Plan to Nuku (40%)
- You need to submit screenshots of your display ad and post conversion email to Nuku (20%)
- You need to submit a Landing Page report to Nuku (35%)

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Digital Marketing Plan

Product/service: specific characteristics, differentiation, benefits, and value.	**Your business idea in 4-5 sentences (2.5 marks)**
Target market: who is the customer?	**Do a full segmentation analysis, demographic, psychographic, Geographic and behavioural and use a persona to explain who the TM is – 4-6 sentences – 3.5 marks)**
Current market situation: what is the size of the market? Who are the potential competitors?	**Situational analysis in 4-6 sentences (2.5 marks)**
General marketing strategy (e.g., cost leadership, differentiation, niche)	**What's your competitive strategy? 4-6 sentences (1 mark)**
Business model configuration (e.g.,conventional, fee-for-service, subscription, freemium, pay-as-you-go, marketplace, affiliate, franchising)	**How will your idea generate revenue? 2-3 sentences (1 mark)**
Digital marketing (e.g., landing page): • **The objective of the marketing campaign** • **Key message to be delivered** • **Introductory special and/or limited-time offer**	**Landing page explanation 3-5 sentences (2 marks)**

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What is a landing page?

In groups of 3-4 (5 - 10 minutes)

Discuss what a landing page is
Discuss what a good landing page is
Discuss what would make a landing page bad

You will share your answers with the class :)

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Landing Page

A landing page is a standalone web page, created specifically for a marketing or advertising campaign.

Usually only accessible through digital ads or direct links

Designed to direct visitors to a single call-to-action without distractions

The only clickable item should be the CTA - all CTAs should be the same

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Landing Page

Landing pages focus on conversions.

Conversion can be in multiple forms, the first one you are likely to think of is purchases. Such as buying a product from an ad.

There are other forms of conversion such as informative landing pages, where the goal is to raise awareness of the company, making a reservation or signing up for a newsletter.

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Landing Page

Your landing page should answer 3 questions

What are you offering?
Why should I pick you out of anyone else?
What do you want me to do?

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Display Ads + Post Conversion

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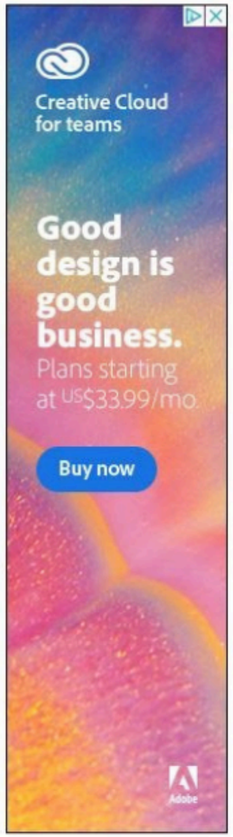
Display Advert

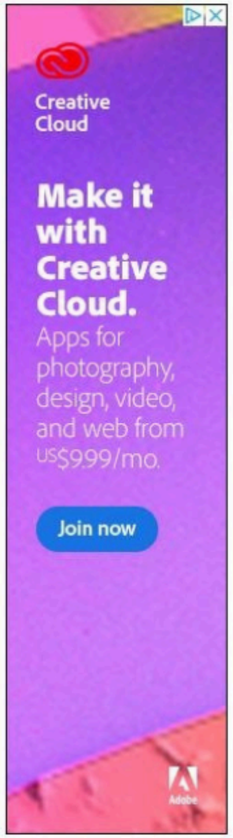
You should create a mockup of a display advert, students that do best usually create a final-product colour design.

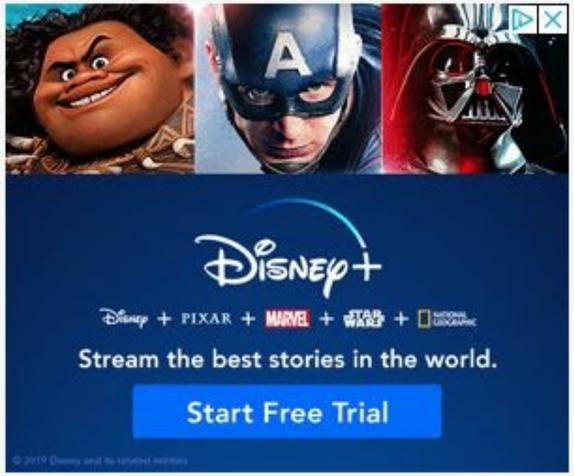
But you are allowed to draw a rough sketch of what you'd want it to look like

NO MARKS will be allocated for students who just verbally state what their advert will look like

Display Advert







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Post-Conversion Communication

Post-Conversion allows consumers to trust a business and have faith in their transactions.

You will need to create a confirmation email/pop-up notification or message that thanks the consumer for finishing a conversion.

You should also include a CTA in the hopes they complete another conversion

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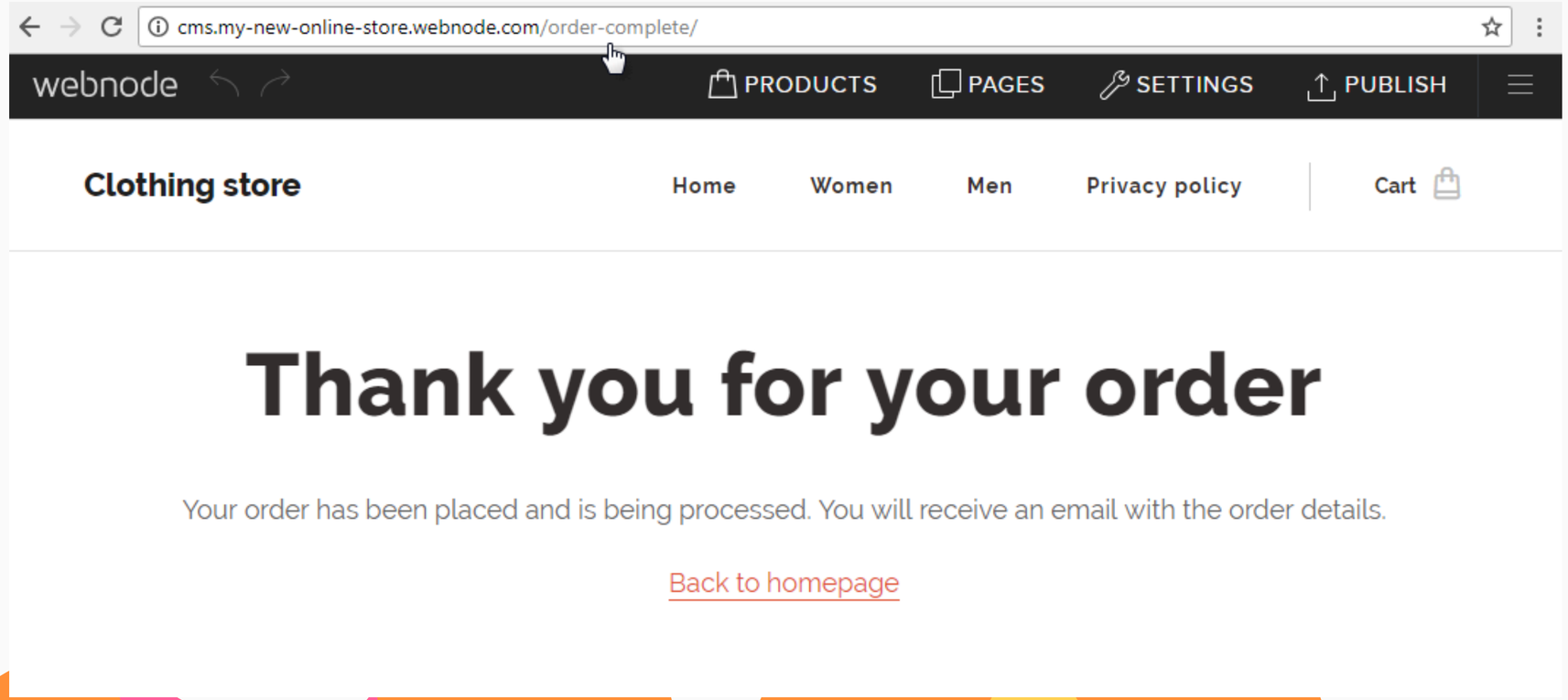
Post Conversion



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Landing Page Elements

Covered in more detail next week

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Landing Page Elements

Your landing page should have all of these

Unique value proposition	• main headline, subhead, reinforcement statement, closing argument
Hero Shot	• best photo or graphical image, video, context-of-use
Benefits	• benefit and feature descriptions
Social Proof	• other people used /consumed/ purchased/ participated) • third-party endorsements
Call to action (CTA)	• the ultimate purpose of the page

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Activity

For the rest of the session you will work as a group to create a quick Digital Marketing Plan for one of the products/services to the left, OR whichever product/service you want to do for your assignment

During this time feel free to ask any questions you may have about the assignment or the rocketspark platform.

Bottled water	Headphones	Tote bag
Lawn care service	Graphic design service	Pet sitting service
Coffee shop	Ice cream shop	Organic food store
Online course	Digital app	YouTube channel
Charity organisation	Political leader	Social cause

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