

Tutorial 3

Drop In-Session

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Today's Tutorial

01

Tutorial Schedule +
Assignment One

03

Report Structure

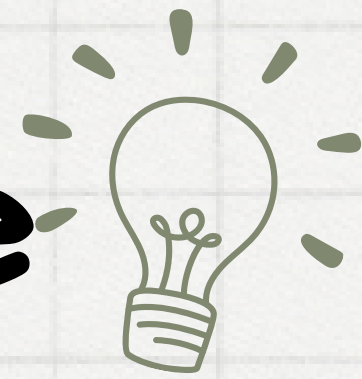
02

Checklist

04

Tutorial 4 Expectations

Tutorial Schedule



Week 8 - 11th September
SEMRush

Week 9 - 18th September
Assignment 2 Drop-In

Week 11 - 2nd October
Website Design + Flint



Assignment One

Due: 11th August (This Friday) - 5pm

Word Count: 2500 \pm 10%

What to submit:

Digital Marketing Plan 20%

Display Ad + Post Conversion 20%

Landing Page 30%

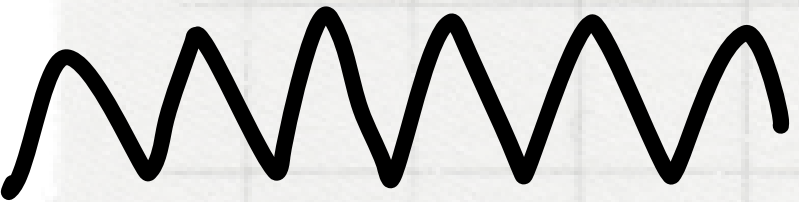
Report 30%



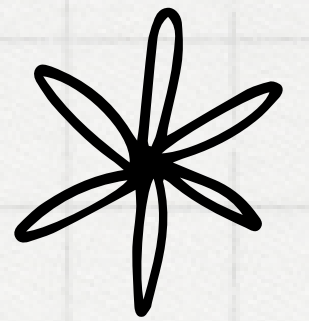
Checklist



Task	
Create Visuals for Display Ad + Post-Conversion: ensure they both have a CTA	
Create Unique Value Proposition with 4 statements	
Ensure all 5 Landing Page Elements are on your Landing Page	
Complete your Digital Marketing Plan	
Write your Report	
Use the 7 design principles and how you used them	



Report Structure



Template Available on Nuku

Use the exemplars as a guide only:

The exemplars are low A+ grades



Report Structure



Name, Student ID, Landing Page URL

Digital Marketing Plan (1 page minimum)

Display Ad + Design Choices + Justification

Post-Conversion Communication + Justification

Landing Page Report

Discuss Landing Page Elements with Justification

Self Reflection + Further Improvements



Digital Marketing Plan

You will be updating this plan throughout all 3 assignments

Follow the guide in the assignment brief

Tutorial 1 Slides have been updated and have more detail

marketingatvic.rocketspark.co.nz

Some keywords to use in this section of your report

Demographic, Geographic, Psychographic and Behavioural Segments, Current Market, Marketing Strategy, 4 P's, Product, Price, Place and Promotion, Business Model

Display Ad

Include:

Screenshot of Display Ad with CTA

Design Choices

Justification

Some keywords to use in this section of your report

Context, Clarity, Congruence, Attention, Contrast, Visual Hierarchies, Positive Reinforcement, Credibility and Social Proof, Target Market.

Post-Conversion Communication

Include:

Screenshot of Post-Conversion with CTA

Design Choices

Justification

Some keywords to use in this section of your report

Context, Clarity, Congruence, Attention, Contrast, Visual Hierarchies, Positive Reinforcement, Credibility and Social Proof, Target Market **AND** Continuance. To ensure the consumer continues to utilise your business etc

Landing Page Report

Unique Value Proposition

Include all 4 parts:

Main Heading

Supporting Subheading

Reinforcement Statement + Closing Argument

Some keywords to use in this section of your report

Context, Clarity, Attention, Contrast, Visual Hierarchies, Target Market, Justification

Landing Page Report Hero Shot

Include :

Add a screenshot of the Hero Shot

Some keywords to use in this section of your report

Context, Clarity, Attention, Contrast, Visual Hierarchies, Relevance, Direction, Credibility and Social Proof, Image Quality, Target Market.

Landing Page Report Product/Service Benefits

Include :

Add a screenshot of your benefits stack

Some keywords to use in this section of your report

Context, Clarity, Congruence, Attention, Contrast, Visual Hierarchies, Credibility,
Social Proof, Target Market Values and Needs **AND REINFORCING UNIQUE VALUE**

PROPOSITION

Landing Page Report Social Proof/Credibility

Include :

Add a screenshot of your Social Proof/Credibility Stack

Some keywords to use in this section of your report

]Attention, Contrast, Visual Hierarchies, Credibility, Social Proof, Target Market Values and Needs, Colours and Theories that support trust.

Landing Page Report CTA

Include :

Add a screenshot of all your CTAs

Some keywords to use in this section of your report

Attention, Contrast, Clarity, Visual Hierarchies, **AFFORDANCE**, Credibility, **POSITIVE REINFORCEMENT**

Self-Reflection + Further Improvements

Include :

1-2 Pages of Self Reflection and Further Improvements

Structure (1-2 paragraphs per question):

What you learnt

What you found interesting

What you found difficult

What you would do if you could do the assignment again

Try not to blame Rocketspark for things you couldn't figure out,

Rocketspark can seem limiting but it comes down to lack of understand the platform

Tutorial 4



01

Assignment 2 Overview and Expectations

02

Search Engine Optimisation using SEMRush. Wait for logins.





**Thank
you!**

Assignment One Due Friday 5pm

See you in Week 8

Have a good mid trimester break :)