Assignment

You have recently been appointed Marketing Manager at a new company (HOT Clothing) based in Henley-on-Thames. The company specialises in producing and selling womenswear for the 21-35 age group.

The company can ship to anywhere in the UK or Europe.

At the minute the clothing is sold online via [www.HOTClothing.com](http://www.HOTClothing.com) - however, the sales team are pitching at John Lewis, House of Fraser and Debenhams. An outcome will be known in the next 30-days.

You have been given a digital annual budget of £60,000 to get the name of the company out in the public domain and help drive sales.

Sales forecast is expected to be

Q1 - £120,000

Q2 - £160,000

Q3 - £220,000

Q4 - £520,000 (remember that this includes Christmas and New Year).

Draft a 12 month digital marketing plan that will cover social media, promotions, email marketing, content.

It is possible you may receive 10% more budget if the first ¼ drives awareness– however, you gave to show goals and KPIs accurately.

Remember and think about your audience.

Menu of (possible) activity

**Social Media**

1. Developing editorial calendar for content sharing
2. Updating Facebook Pages
3. Updating Google+
4. Updating LinkedIn
5. Updating Twitter
6. Answering LinkedIn questions
7. Updating Tumblr, Instagram, Vine, and other social networks
8. Managing your Yelp profile
9. Bookmarking blog content on social bookmarking sites
10. Building out custom Facebook pages
11. Designing cover images for social profiles
12. Developing social media marketing plans
13. Guest writing for industry blogs or websites
14. Interacting with consumers via social media
15. Recruiting guest bloggers
16. Researching bloggers
17. Writing a social media corporate policy
18. Scheduling social media status updates to be published
19. Responding to questions on Quora
20. Researching bloggers
21. Monitoring competitors’ social media updates

**Promotions**

22. Developing contests to promote a business or product
23. Designing contest pages
24. Writing contest rules
25. Promoting contests to contest directories
26. Promoting contests online on company website
27. Promoting contests online through company’s social profiles
28. Promoting contests through company’s email newsletters
29. Tracking progress of contest entries
30. Choosing winners of contests
31. Announcing contest winners
32. Notify winners of contests
33. Distributing contest prizing
34. Distributing coupon codes online
35. Listing your events with local online events calendars
36. Ordering premiums created to hand out
37. Writing white papers
38. Posting white papers online on sites like Scribd.com

 **Analytics**

39. Analyzing Google Analytics
40. Measuring search engine optimization results
41. Performing competitor keyword analysis
42. Reviewing ecommerce sales data
43. Review social media metrics, like Facebook Insights
44. Running reports to track growth, response or ROI

Sales

45. Writing proposal
46. Creating lead capture forms for the company website
47. Writing sales follow up copy
48. Writing sales scripts
49. Submitting ecommerce products to shopping aggregators
50. Using lead scoring for prospects
51. Developing demonstrations or tutorials
52. Networking – in person!
53. Writing tips & how-to articles to share with prospects or customers
54. Researching affiliate programs

**Email Marketing**

55. Choosing an email marketing software vendor
56. Designing email newsletter templates
57. Distributing email newsletter
58. Writing email newsletter copy
59. Setting up trigger emails
60. Setting up an account with the email marketing software vendor
61. Sending test copies of the email newsletter
62. Segmenting email newsletter lists
63. Reviewing email newsletter metrics
64. Cleaning up the database  (fixing typos, adding in new data)

**Video**

65. Developing video content
66. Hiring a vendor to develop video content
67. Writing video scripts
68. Develop keyword lists for tagging videos
69. Writing video descriptions
70. Publishing video to YouTube
71. Publishing video to company website

**Advertising**

72. Writing ad copy
73. Designing ad units
74. Monitoring Facebook Ad campaigns
75. Researching affiliate programs
76. Signing up for affiliate programs
77. Running retargeting campaigns
78. Running ad campaigns in Google AdWords
79. Running ads on LinkedIn to promote the business
80. Running estimates of audience size for Facebook ads
81. Buying ad space on specific or niche sites

**Public Relations**

82. Commenting on articles or blog posts online
83. Documenting online media placements
84. Following up with people product samples were sent to
85. Pitching bloggers to review a product
86. Writing press releases
87. Submitting press releases thru online wire services
88. Sending out product samples
89. Searching forums for influencers
90. Reviewing forums for consumer feedback

Website Management

91. Designing web graphics
92. Editing web copy
93. Fixing broken links on the company website
94. Installing tracking codes on the company website
95. Publishing blog posts
96. Renewing domains and hosting plans
97. Sourcing images to accompany blog posts and status updates

Customer Service

98. Developing customer service plans
99. Responding to customers questions or concerns on social media

**Project Management**

100. Getting content approved by key stakeholders
101.  Posting jobs or RFPs online to recruit staff or vendors
102. Giving presentations on your work
103. Formatting documents (Excel, Powerpoint, Word)
104. Writing case studies of projects or clients
105. Updating editorial calendars
106. Training staff on social media involvement
107. Speaking at industry conferences or meetings
108. Sitting through many demos of marketing tools & dashboards
109. Setting up Google Alerts on key companies, people or products
110. Sending thank you notes or emails to customers
111. Reviewing metrics, metrics, metrics
112. Reviewing reports with clients
113. Researching the latest digital marketing trends & tools

**Search Engine Optimization**

114.  Developing keyword lists
115. Appropriately naming images on the company website
116. Choosing anchor text for backlinks
117. Distributing articles to article submission websites
118. Listing the company in online local business directories
119. Listing the company website in niche directories
120. Managing relationships with the major search engines
121. Pinging sites after new content has been published
122. Renaming files so they are optimized for search engines
123. Writing blog content based on a keyword strategy
124. Writing article content to publish online
125. Reviewing website backlinks