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