



ASSESSOR GUIDE

BSBMKG439

Develop and apply knowledge of communications industry

Assessment 2 of 4

Portfolio



SWINBURNE
OPEN
EDUCATION

Assessment Instructions

Assessment overview

This assessment consists of two [2] tasks.

- **Task 1: Identify resources and task requirements**
In this task, you must complete the *BSBMKG439_02_BSBKMG_Resourcing_Plan* to identify resources and task requirements for developing the SEM Campaign
- **Task 2: Research and prepare the landing page**
In this task, you must complete the *BSBMKG439_02_BSBKMG_Creative Strategy template* and a review of the *BSBMKG439_02_BSBKMG_Landing_Page_Review template* to prepare for the SEM campaign.

Additional resources and supporting documents

To complete this assessment, you will need:

- *BSBMKG339_02_BSBKMG_Resourcing_Plan*
- *BSBMKG439_02_BSBKMG_Staff_Directory*
- *BSBMKG439_02_BSBKMG_Landing_Page_Review*
- *BSBMKG439_02_BSBKMG_Creative_Strategy*
- *BSBMKG439_02_BSBKMG_Marketing_Polic_and_Procedures*
- *BSBMKG439_02_BSBKMG_Privacy_Policy*
- *BSBMKG439_02_BSBKMG_Social_Media_Policy*
- *BSBMKG439_02_BSBKMG_Landing_Page_Update_Procedure*
- *BSBMKG439_02_BSBKMG_Brand_Guidelines*
- [BSBKMG Landing page](#)



Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

TASK 1: Identify resources and task requirements

To begin this task, read the following scenario and email. Complete the instructions that follow.

Scenario

BSB & K Management Group (BSBKMG) is a Software-as-a-Service (SaaS) provider of performance management. BSBKMG has recently been focused on increasing the conversion rates for marketing campaigns by creating a landing page to increase sign-ups.

BSBKMG has been working on a landing page to use for a new SEM Campaign that will encompass Google Ads as the primary form of communication.

A draft version of a landing page has already been designed and is currently awaiting a review.

Ben Clark is a new employee at BSBKMG and was recently appointed the role of marketing specialist. Ben's key responsibilities in this role involve:

- researching and analysing communications information
- developing communications deliverables
- finalising communications deliverables.

Ben Clark reports to George Hernandez, the managing director at BSBKMG. George has informed Ben that he will be requiring his expertise to assist in researching, analysing, preparing and finalising information for communication deliverables. George advised Ben that he will be emailing him shortly with instructions for his very first task in his role that contributes to the communication deliverables needed to gain prospective clients.

Email

To: ben.clark@bsbkmg.com

From: george.hernandez@bsbkmg.com

Date/time: Monday, 20th of July

Subject: Identify resources and task requirements for landing page and SEM campaign

Dear Ben,

Welcome to BSBKMG! I am pleased to have you join the team and excited that you will be assisting the organisation in gaining new prospective clients who will benefit from our performance management software for their businesses.

We are keen on gaining prospective clients and need you to run a new SEM campaign to achieve these results. The campaign set-up will be using Google Ads as the primary form of communication. So far, a designer has developed a draft version of the BSBKMG landing page and will need your review.

However, for your first task, I will need you to start by identifying resources and task requirements for developing the SEM campaign. Complete the following to document the specified resources needed and task requirements:

- **BSBMKG439_02_BSBKMG_Resourcing_Plan** template [attached]
Use this document to identify resources and task requirements for developing the SEM campaign.

I have attached the following resources to assist you

- [BSBKMG Landing page](#)
- **BSBMKG439_02_BSBKMG_Staff_Directory** [attached]
Use this document to identify an appropriate staff member to complete the landing page design).
- **BSBMKG439_02_BSBKMG_Brand_Guidelines** [attached]
Use this to help launch the landing page for the new SEM campaign.

Please email me by next week Monday [7 days] with the attached completed Resourcing Plan so that I can approve the go-ahead and advise you of further tasks needed.

Thank you,

George Hernandez

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



For this task, you will assume the role of Ben Clark and follow the instructions given to you by George Hernandez.

Access and analyse the attached resources of George's email and complete the

BSBMKG439_02_BSBKMG_Resourcing_Plan template, addressing each of the sections outlined below.

Communicate each section using a suitable grammatical structure and clear, logical language.

Your template must include:

- 1.1 one [1] appropriate staff member that can help finalise the landing page
- 1.2 one [1] task you will need to complete to help the staff member finalise the landing page
- 1.3 a list of the two [2] documents you have accessed and analysed to assist in the planning of task requirements for the landing page
- 1.4 one [1] external resource to assist with the SEM set-up. Some research may be required to complete this section.
- 1.5 one [1] task that you will need to complete to help with the SEM set-up.

In addition to the Resourcing Plan, complete the final point below before submitting this task.

- 1.6 Using the following email template, write a short email to George [50-80 words].

Advise in the email that the **BSBMKG439_02_BSBKMG_Resourcing_Plan** template is attached, and you are requesting approval of resources and wanting to find out your next steps. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following template with your email and submit:

- this assessment document. **[BSBMKG439_02_Portfolio]**
- the completed **BSBMKG439_02_BSBKMG_Resourcing_Plan** template.

Email	
To:	<i>[insert recipient email]</i>
From:	<i>[insert your email]</i>
Date/time:	<i>[insert date]</i>
Subject:	RE: <i>[Insert reply subject]</i>
<i>[Insert reply subject]</i>	
<i>[Insert your position title here]</i> 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au	



Assessor instructions

Purpose of the task

- Identify resources and task requirements for developing an SEM campaign and a landing page, with the managing director, George Hernandez
- Research the Brand Guidelines and Staff Directory and document the outcomes within the Resource Plan template
- Prioritises and completes tasks specified by the managing director and responds within a 7-day timeline.

Guidance to assessors about this task

The student must complete and submit the **BSBMKG439_02_BSBKMG_Resourcing_Plan** template provided to help identify any internal and external resources that can contribute to the landing page and SEM set-up. The student must analyse the documents provided by the managing director, George Hernandez, in order to complete the **BSBMKG439_02_BSBKMG_Resourcing_Plan** template.

All responses must use suitable grammatical structure and clear, logical language and must address the following:

- 1.1 Identify one [1] appropriate staff member that can help finalise the landing page

The student must read and interpret the information in the BSBKMG Staff directory, and identify the designer as the appropriate staff member that can finalise the landing page.

The response must include Catherine Sutton-Brady, the designer, as the only appropriate staff member that can help finalise a landing page.

Sample answer below:

List the one [1] appropriate staff member

<i>Catherine Sutton-Brady to assist in the design aspects of the landing page so that it is ready for the launch of the SEM.</i>
--

- 1.2 List one [1] task needed to complete to help the staff member finalise the landing page.

The student must review the landing page and identify the need for copyright needed.

The response must include the task of the pending copyright that is needed to prepare the communication deliverables.

Sample answer below:

List one [1] task

<i>Come up with all copywriting pending for the landing page.</i>

- 1.3 List the two [2] documents that were accessed and analysed to assist in the planning of task requirements for the landing page.

The students must identify two [2] sources of information that they have used to research and access information to assist in preparing the communication deliverables [the landing page].

The response must include the following two [2] documents:

- *BSBMKG439_02_BSBKMG_Staff_Directory*
- *BSBMKG439_02_BSBKMG_Brand_Guidelines*

Sample answer below:

List the two [2] documents

1	<i>BSBMKG439_02_BSBKMG_Staff_Directory</i>
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2	<i>BSBMKG439_02_BSBKMG_Brand_Guidelines</i>
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- 1.4 List one [1] external resource to assist with the SEM set-up.

The students must demonstrate their knowledge of industry resources that can contribute in the marketing campaign, specifically to set-up an SEM campaign. The responses will vary but must include a form of freelancer or SEM vendor.

Sample answer below:

List one [1] external resource

[Fiverr](#)

1.5 List one [1] task you need to complete to help with the SEM set-up.

The student must demonstrate their knowledge of tasks needed when setting up for and SEM campaign with an external resource. The response must identify the keywords that will be needed to prepare the communication deliverables.

Sample answer below:

List one [1] task


1 *Ensure we have Keywords for the SEM set-up.*

1.6 Using the following email template, write a short email to George [50-80 words].
Advise in the email that the **BSBMKG439_02_BSBKMG_Resourcing_Plan** template, is attached, and you are requesting approval of resources and wanting to find out your next steps. Be sure to use correct spelling, language, and terminology.

Assessor instructions

The student must write an email to George Hernandez that must: [50-80 words].

- meet the deadline advised in George's email
- advise that the Resourcing Plan is attached
- request approval of resources
- use correct spelling, language, and terminology.

Email	
To:	george.hernandez@bsbkmg.com
From:	ben.clark@bsbkmg.com
Date/time:	Monday 27 th of July
Subject:	Identify resources and task requirements for landing page and SEM campaign
<p><i>Hello George,</i> <i>Thank you for the warm welcome. I am delighted to be a part of the BSBKMG team, and I am looking forward to getting started on my first task.</i> <i>Thank you for providing me with all the resources I will need for planning this task.</i> <i>Find attached the completion of the BSBMKG439_02_BSBKMG_Resourcing_Plan.</i> <i>Please advise if you approve of the plan and any additional steps needed for the new SEM campaign.</i> <i>I am looking forward to your reply.</i> <i>Ben Clark</i></p>	
<p>Marketing Specialist 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p>	
	

TASK 2: Research and prepare the landing page

To begin this task, read the following email. Complete the instructions that follow.

Email	
To:	ben.clark@bsbkmg.com
From:	george.hernandez@bsbkmg.com
Date/time:	Tuesday 28 th of July
Subject:	Creative Strategy

Dear Ben,

Thank you for completing the resourcing plan in a timely manner. You have selected an appropriate team member to contribute it the landing page and SEM set-up.

As you are aware, BSBKMG has been aiming to attract prospective customers. Our goal is for prospective customers to connect with our brand and hope that this campaign will additionally develop long-term business growth. With that said, it is imperative to initiate a creative strategy for this campaign that can help achieve these goals, whilst also adhering to brand guidelines for the landing page.

With these goals at the forefront, please complete the following workplace document to define a creative strategy in accordance with BSBKMG Policies and Procedures.

- **BSBMKG439_02_BSBKMG_Creative_Strategy** template: [attached]

Additionally, the landing page will need your thorough review to finalise it in time for the launch of the new SEM campaign. In the meantime, please access the landing page, using the following document to record identified errors and recommended rectification that will need to be actioned. Ensure the landing page aligns with the creative strategy and adheres to BSBKMG Brand Guidelines.

- **BSBMKG439_02BSBKMG_Landing_Page_Review** template: [attached]

I have attached the following resources to assist you with the above-mentioned tasks.

- **BSBMKG439_02_BSBKMG_Marketing_Policy_and_Procedures** [attached]
Use this to ensure you are adhering to any legal and regulatory responsibilities as well as employment obligations.
- **BSBMKG439_02_BSBKMG_Privacy_Policy** [attached]
- **BSBMKG439_02_BSBKMG_Social_Media_Policy** [attached]
- **BSBMKG439_02_BSBKMG_Landing_Page_Update_Procedure** [attached]
- **BSBMKG439_02_BSBKMG_Brand_Guidelines** [attached]
Use this to review landing page requirements.
- **BSBKMG Landing page:** Visit the link to the landing page to:
 - analyse and develop your creative strategy to achieve business goals (in accordance with BSBKMG Policies and Procedures mentioned above)
 - assess the design of the landing page to ensure it aligns with the attached Policies and Procedures and BSBKMG Brand Guidelines.

Please email me by Monday, 3rd of August with the attached completed Creative Strategy and Landing Page Review. Please cc the staff member you have allocated to finalising the landing page.

Thank you,

George Hernandez

Managing Director

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

www.cbsa.com.au



For this task, you will assume the role of Ben Clark and follow the instructions given to you by George Hernandez.

Part A- Creative strategy

Complete the **BSBMKG439_02_BSBKMG_Creative Strategy** template, addressing each of the sections outlined below. Communicate each section of the template using a suitable grammatical structure and clear, logical language.

Your template must include:

- 2.1 a review of the landing page to determine what the BSBKMG product is and what service it offers. [50- 60 words]
- 2.2 the purpose of the deliverables that will help achieve the BSBKMG business Goals.
- 2.3 BSBKMG's target audience. [50- 60 words]
- 2.4 the offer that must be highlighted on the landing page. [45-50 words]
- 2.5 the execution Guidelines for the landing page. [Listed in the table provided].

Part B- Review of the landing page

Complete the **BSBMKG439_02_BSBKMG_Landing_Page_Review** template, addressing each of the sections outlined below. Communicate each section of the template using a suitable grammatical structure and clear, logical language.

Your template must include:

- 2.6 A completed checklist documenting areas of the landing page that require rectifications. [30-70 words for each rectification recorded].
- 2.7 missing/incomplete content and explain your recommendations for rectifications. [60-80 words].
- 2.8 one [1] identified grammatical error and the rectification needed.
- 2.9 finalise the document by identifying people involved in the review and rectification process and their position titles.


In addition to the Creative Strategy and Landing Page Review, complete the final point below before submitting this task.

- 2.10 Using the following email template, write a short email to George [50-80 words]. Advise in the email that the **BSBMKG439_02_BSBKMG_Creative Strategy** and **BSBMKG439_02_BSBKMG_Landing_Page_Review** templates are attached. Include in your email the staff member you have chosen to finalise the design of the landing page. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following email template with your written-up email and submit:

- This assessment document. **[BSBMKG439_02_Portfolio]**
- The completed **BSBMKG439_02_BSBKMG_Creative Strategy** template [Task: 2 Part A]
- The completed **BSBMKG439_02_BSBKMG_Landing_Page_Review** template. [Task: 2 Part B]

Email	
To:	<i>[insert recipient email]</i>
CC:	<i>[insert recipient email]</i>

From:	<i>[insert your email]</i>
Date/time:	<i>[insert date]</i>
Subject:	RE: <i>[Insert reply subject]</i>
<i>[Insert reply]</i>	
<p><i>[Insert your position title here]</i> 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p> 	

Assessor instructions

Purpose of the Task

- Research the BSBKMG Brand Guidelines, Marketing Policy and Procedures, Privacy Policy, Social Media Policy and Landing Page Update Review to prepare the landing page for the SME campaign.

Guidance to Assessors About this Task

The student must complete and submit the **BSBMKG439_02_BSBKMG_Creative_Strategy** template provided to help prepare a strategy for the landing page and SEM set-up. The student must analyse the documents provided by the managing director, George Hernandez, in order to complete the **BSBMKG439_02_BSBKMG_Creative_Strategy** template.

Part A- Creative strategy

The responses must use suitable grammatical structure and clear, logical language and must address the following sections of the template:

- 2.1 Review the landing page and determine what the BSBKMG product is and what service it offers. (50-60 words)

The student response must correspond to the benchmark answer provided below.

The students will need to read and interpret the landing page to understand more about the product and service at BSBKMG.

The response will vary but must include:

- The type of product BSBKMG offers:**
For instance:
 - cloud-based
 - performance management platform.
- The type of service BSBKMG offers:**
For instance:
 - pricing plans
 - collaborative methods to drive the performance of employees
 - provides tools for managers to assist the growth of employees
 - provides tools for management to help the thriving of business.

Sample answer below:

BSBKMG is a collaborative and intuitive performance management cloud-based platform. It encourages team members to achieve goals, be values-driven and share feedback. It equips managers to extend one-on-one meetings beyond the 'status quo' and conduct meaningful conversations around objectives, development, careers, etc. The platform offers three (3) monthly pricing plans for \$9.00, \$49.00 and \$99.00

2.2 Briefly outline the purpose of the deliverables that will help achieve the BSBKMG business goals. [25-35 words]

The student response must correspond to the exemplar answer provided below.

The student will need to read and interpret the information provided in George's email to understand the purpose of the Campaign and its communications and the goals of the business.

The response must include:

- *gaining new/prospective clients*
- *achieving business growth.*

Sample response below:

BSBKMG aims to generate new clients to link directly to the platform via the website. They wish for clients to develop a connection with the BSBKMG brand and develop business growth.

2.3 Identify who is BSBKMG's target audience. [50- 60 words]

The student response must correspond to the exemplar answer provided below.

The student must read and interpret the information in the BSBKMG Marketing Policies and Procedures to identify the target audience for BSBKMG business campaigns.

The response must include the following extract from BSBKMG Marketing Policies and Procedures:

Executives, Managers and Directors of organisations with between 10- 500 employees.

organisations located in the capital cities of Australia that include

Working across a wide variety of industries that may include:

- *corporate services*
- *design*
- *education*
- *health*
- *legal*
- *not-for-profit (NFP)*
- *software services.*

Sample response below:

BSBKMG are targeting their services towards:

Executives, Managers and Directors of organisations with between 10- 500 employees.

Communications are to target organisations located in the capital cities of Australia.

Working across a wide variety of industries that may include:

- *corporate services*
- *design*
- *education*
- *health*
- *legal*
- *not-for-profit (NFP)*
- *software services.*

2.4 List the offer that must be highlighted on the landing page. [45-50 words]

The student response must correspond to the exemplar answer provided below.

The student must read and interpret the information in the BSBKMG Marketing Policies and Procedures to identify which offer in the BSBKMG landing page should be highlighted.

The response must identify the free trial within the landing page as the only offer to highlight.

Sample response below:

The BSBKMG Marketing Policies and Procedures specify that all landing pages must have free trials as a highlight to generate a lead and/or sales. In the case of the current landing page, this would mean that the 30-day free trial on the landing page must be highlighted.

2.5 Complete the following table to identify the functionality and inclusions for the landing page.

The student response must correspond to the exemplar answer provided below.

The student must read and interpret the information in the BSBKMG Marketing Policies and Procedures to identify the execution guidelines for promotional landing pages.

The response must include the following extract from BSBKMG Marketing Policies and Procedures:

- a one-page site
- vertical scrolling for a user-friendly experience
- connection the sign-up to the BSBKMG app link
- a section for customer testimonials.

Sample response below:

	Execution Guidelines
How many page/s site/s is the landing page?	<i>One page site.</i>
Which direction does the site scroll?	<i>Vertical scrolling for a user-friendly experience</i>
What section/s of the landing page can be directed to the BSBKMG app link?	<i>Connection the sign-up to the BSBKMG app link</i>
What other inclusion is needed to reflect the satisfaction of current customers?	<i>A section for customer testimonials.</i>

Part B- Review of the landing page

2.6 Complete the following checklist and document areas of the landing page that require rectifications.

The student response must correspond to the benchmark answer provided below.

The student must access the landing page and ensure it meets the BSBKMG Brand Guidelines, Marketing Policy and Procedures, Social Media Policy, and Privacy Policy, to record any issues identified and recommended rectifications.

Students' responses will vary but must include one (1) identified area and provide recommendations for each of the following:

- Colour Specifications
- Typography in use.

Sample responses below:

Brand Guidelines	Yes	No	If you answered no , describe one (1) error for that category and how to rectify it (30-70 words)
Logo Specifics	<input type="checkbox"/> x	<input type="checkbox"/>	
Clear Space	<input type="checkbox"/> x	<input type="checkbox"/>	
Logo Variation	<input type="checkbox"/> x	<input type="checkbox"/>	
Background	<input type="checkbox"/> x	<input type="checkbox"/>	
Colour Specifications	<input type="checkbox"/>	<input type="checkbox"/> x	1. "30-day Free Trial" uses the primary colour throughout all letters except the "ial." To rectify this issue, the designer will need to ensure the primary colour specified in the brand guidelines applies to every letter of the word "trial".

			2. The graphics used do not contain the Brand Guidelines colour specification for primary or secondary colours. To rectify it, apply the closest match of colours from the secondary colours to the graphic.
Typography in Use	<input type="checkbox"/>	<input checked="" type="checkbox"/> x	Nexus typeface was not applied in the following areas of the landing page: - Start your 30-day Free Trial <input type="checkbox"/> Start your 30-day Free Trial <input type="checkbox"/> Start Trial button <input type="checkbox"/> Why bsbmkt <input type="checkbox"/> A people-centred approach to performance <input type="checkbox"/> See your employees thrive <input type="checkbox"/> Amazing promotional video <input type="checkbox"/> Benefit 1, benefit 2 and benefit 3. Apply Nexus (Bold) for all the headings. Apply Nexus (Light) for standard body text.
Logo Best Practices	<input checked="" type="checkbox"/> x	<input type="checkbox"/>	

2.7 Identify if there is any missing/incomplete content and explain your recommendations for rectifications. [60-80 words].

The student response must correspond to the exemplar answer provided below.

The student must access the landing page, identify missing content and provide the information the designer will need to include.

The response must identify the following missing content in the “Amazing Promotional Video” section:

- Textual content
- Video content

Sample answer below:

List the sections of the landing page where there might be missing content.	The recommendations for rectifications [60-80 words].
“Amazing Promotional Video” section.	Title: Performance for the modern workforce Paragraph: BSBKMG is cloud-based and can be used anywhere, from any device, at any time. When people feel valued, engagement increases, and team performance improves every day. Learn more about BSBKMG. Benefit 1: 1-on-1 meetings Benefit 2: Integrations with HR systems Benefit 3: Realtime feedback Embed the video into the landing page as that is currently also missing.

2.8 Identify one [1] grammatical error on the landing page and add the rectification needed.

The students will need to access the landing page, identify one [1] grammatical error and provide the rectification that the designer will need to include.

The response will vary but may include grammatical errors in the form of:

- Sentence structures

- Missing punctuation
- Incorrect spelling
- American English rather than Australian English.

Sample answer below:

	List one (1) identified grammatical error	Rectification needed
1	<i>Our team have truly embraced the platform and it's fundamentally changed our working rhythms and conversations. The onboarding and your consistent availability to either upskill or introduce new features has also been exceptional.</i>	<i>Our team have truly embraced the platform and it's fundamentally changed our working rhythms and conversations. The onboarding and your consistent availability to either upskill or introduce new features have also been exceptional.</i>
	<i>Why bsbmkt</i>	<i>Why BSBKMG?</i>
	<i>Deploy a performance process that's consistent with the purpose, values, behaviours and objectives of your organization.</i>	<i>Deploy a performance process that's consistent with the purpose, values, behaviours and objectives of your organisation.</i>
	<i>A people-centered approach to performance</i>	<i>A people-centred approach to performance</i>

- 2.9 Finalise the document by identifying people involved in the review and rectification process and their position titles.

Students must identify Catherine Sutton-Brady, the designer, as the only contributor to the rectification process and Ben Clark, the marketing specialist as the reviewer.

See the exemplar response below:

Name of reviewer	<i>Ben Clark</i>
Reviewers position title:	<i>Marketing specialist</i>
Name of rectifier	<i>Catherine Sutton-Brady</i>
Rectifiers position title:	<i>Designer</i>

- 2.10 Using the following email template, write a short email to George (50-80 words). Advise in the email that the **BSBMKG439_02_BSBKMG_Landing_Page_Review** and **BSBMKG439_02_BSBKMG_Landing_Page_Review** templates are attached. Include in your email the staff member you have chosen to finalise the design of the landing page. Be sure to use correct spelling, language, and terminology.


Assessor instructions

The student must write an email to George Hernandez that must: [50-80 words].

- advise that the Creative Strategy and Landing Page Review is attached
- cc Catherine Sutton-Brady
- use correct spelling, language, and terminology.

Sample response below:

Email	
To:	<i>george.hernandez@bsbkmg.com</i>
CC:	<i>Catherine.sb@bsbkmg.com</i>
From:	<i>ben.clark@bsbkmg.com</i>
Date/time:	<i>Monday 3rd of August</i>

Subject:	<i>RE: Creative Strategy</i>
<p><i>Hello George,</i> <i>I have studied the landing page and workplace resources that have helped me in developing a creative strategy and providing my suggested rectifications that require implementation prior to launching the new SEM campaign. Please see the following completed document:</i></p> <ul style="list-style-type: none"> ▪ BSBMKG439_02_BSBKMG_Creative_Strategy template: [attached] ▪ BSBMKG439_02BSBKMG_Landing_Page_Review template: [attached] <p><i>I am looking forward to your reply.</i> <i>Ben Clark</i></p>	
<p>Marketing Specialist 300 Fictional Way, Sydney, NSW 2000 Phone: 1800 111 222 www.cbsa.com.au</p> <div style="text-align: right;">  </div>	

Assessment checklist:

Students must have completed all tasks within this assessment before submitting. This includes:

TASK 1: Identify resources and task requirements		
Complete a BSBMKG439_02_BSBKMG_Resourcing_Plan template addressing the following:		
1	one [1] appropriate staff member that can help finalise the landing page	<input type="checkbox"/>
2	one [1] task you will need to complete to help the staff member finalise the landing page	<input type="checkbox"/>
3	a list of the two [2] documents you have accessed and analysed to assist in the planning of task requirements for the landing page	<input type="checkbox"/>
4	one [1] external resource to assist with the SEM set-up. Some research may be required to complete this section.	<input type="checkbox"/>
5	one [1] task that you will need to complete to help with the SEM set-up.	<input type="checkbox"/>
Email to the managing director:		
6	Advising the BSBMKG439_02_BSBKMG_Resourcing_Plan template is attached	<input type="checkbox"/>
7	Requesting approval of resources	<input type="checkbox"/>
8	Asking about next steps	<input type="checkbox"/>
TASK 2: Research and prepare the landing page		
Complete the BSBMKG439_02_BSBKMG_Creative_Strategy template addressing the following:		
1	a review of the landing page to determine what the BSBKMG product is and what service it offers. [50- 60 words]	<input type="checkbox"/>
2	the purpose of the deliverables that will help achieve the BSBKMG business Goals.	<input type="checkbox"/>
3	BSBKMG's target audience. [50- 60 words]	<input type="checkbox"/>
4	the offer that must be highlighted on the landing page. [45-50 words]	<input type="checkbox"/>
5	the execution Guidelines for the landing page. [Listed in the table provided].	<input type="checkbox"/>
Complete the BSBMKG439_02BSBKMG_Landing_Page_Review template addressing the following:		
6	A completed checklist documenting areas of the landing page that require rectifications. [30-70 words for each rectification recorded].	<input type="checkbox"/>
7	missing/incomplete content and explain your recommendations for rectifications. [60-80 words].	<input type="checkbox"/>
8	one [1] identified grammatical error and the rectification needed.	<input type="checkbox"/>
9	finalise the document by identifying people involved in the review and rectification process and their position titles.	<input type="checkbox"/>
Email to the managing director:		

1	Advising the Creative Strategy and Landing Page Review is attached	<input type="checkbox"/>
2	Include the person you have chosen to finalise the design of the landing page	<input type="checkbox"/>

Congratulations you have reached the end of Assessment 2!



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