



ASSESSOR GUIDE

BSBMKG422

# Conduct e-marketing communications

Assessment 2 of 4

Project



## Assessment Instructions

### Assessment overview

This assessment consists of one [1] task.

- **Task 1: Preparing for e- marketing**

In this task, you will be developing a plan to help you manage e-marketing communications and must complete the ***BSBMKG422\_02\_Plans\_for\_E-marketing***

### Additional resources and supporting documents

To complete this assessment, you will need:

- ***BSBMKG422\_02\_Privacy\_Policy\_and\_Procedures***
- ***BSBMKG422\_02\_Digital\_Media\_Policy\_and\_Procedure***
- ***BSBMKG422\_02\_Eden\_E-Marketing\_Plan***
- ***BSBMKG422\_02\_Plans\_for\_E-marketing***



## 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: Preparing for e- marketing

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

### Scenario

Digital Marketing Solutions (DMS) is a company that focuses on assisting businesses in e-marketing advertising across multiple e-marketing media.

Alexander Burns is a Digital Marketing Specialist, reporting directly to Claudia Taie, the Digital and Growth Marketing Manager. Alexander's role is to support DMS' marketing objectives by implementing key digital marketing activities across several media communications. Often, Alexander will need to work closely with management and external stakeholders to achieve e-marketing advertising objectives for DMS customers.

Recently, Eden, a start-up business, approached DMS to help with its e-marketing advertising. Eden is a Beauty Salon that specialises in relaxing, customised beauty services. Eden has been successful in growing its business solely by word of mouth. However, they have recently noticed that most of their clientele mainly book in for their hair removal services.

Eden highly prides itself on their skin treatments and skin products to see real results. It also relies on the sale of these products to increase profits. Unfortunately, skin care treatments are rarely booked in, and products are expiring on shelves, so Eden has decided that some efforts in marketing advertising will draw attention to the range of facials they offer as well as the skincare kits that help maintain the health of clients' skin in between treatments.

Brett Mundine, the owner of Eden, attempted to run his own social media page, email existing customers, run an SME campaign to help land people on their webpage and hand out pamphlets at a nearby train station for those commuting to work in the morning. Brett did this on his own accord to try and promote Eden's facial treatments and products, however, there were zero bites on his attempt. This is why he has decided to approach DMS for some expert help.

Claudia has been in contact with Brett to discuss the e-marketing plan and strategy. Claudia has assigned Alexander as the Digital Marketing Specialist to work on this project for Eden.

Claudia will email Alexander to provide instructions that will assist him with the required tasks for the communications on e-marketing advertising.

### Email

To:	Alexander.burns@dms.com.au
From:	Claudia.taie@dms.com.au
Date:	Monday 5 <sup>th</sup> September
Subject:	E-marketing campaign

Dear Alexander,

I hope you have been well. I have been consulting with Brett, the owner of Eden, a local beauty salon that has, until now, been doing his own marketing and advertising.

Brett has approached us at DMS as he needs help using e-marketing to promote some of Edens' products and services. He wants to focus on using only two (2) e-marketing media for communications in the hope to gain interest and increase sales and profits within his business.

I would like you to read and interpret the following documents that I prepared after consulting with Brett along with DMS Policy and Procedures:

- **BSBMKG422\_02\_Privacy\_Policy\_and\_Procedures** [attached]
- **BSBMKG422\_02\_Digital\_Media\_Policy\_and\_Procedure** [attached]

- **BSBMKG422\_02\_Eden\_E-Marketing\_Plan** [attached]

After reading the above, start planning and preparing your approach for the e-marketing communications required by Eden.

Record your plans and preparations using the following template:

- **BSBMKG422\_02\_Plans\_for\_E-marketing** [attached]

Your preparations should include:

- the legal, ethical and organisational requirements you will need to consider when providing e-marketing communications for Eden
- identification of Edens' existing methods of e-marketing.
- two [2] e-marketing media that will help meet the objectives specified in the marketing strategy
- two [2] e-marketing platforms you will use for the above-selected media.

Kind Regards,

Claudia Taie

**Digital and Growth Marketing Manager**

5 Cope St Melbourne, VIC 3000

Phone: 1234 5678



For this task, you will assume the role of Alexander Burns and follow the instructions given to you by Claudia Taie.

You will be developing a plan to help you manage e-marketing communications ensuring the planning and preparations meet Eden's company goals and strategies.

To do this, access the attached documents of Claudia's email and complete the **BSBMKG422\_02\_Plans\_for\_E-marketing** template addressing each of the sections outlined below. Communicate each section using a suitable grammatical structure and clear, logical language.

Your preparation must include the following:

- 1.1 Identify two [2] legal requirements, and one [1] ethical requirement in accordance with DMS' Privacy Policy and Procedures and Digital Media Policy and Procedures that relate to this task.
- 1.2 Using the checklist, tick off Eden's existing methods of e-marketing communications.
- 1.3 Select two [2] e-marketing media [*such as emails, digital ads, social media etc.*] that will help meet the objectives specified in the marketing strategy
- 1.4 Select two [2] e-marketing platforms you will use for the media selected in 1.3 in accordance with workplace policies and procedures [*such as Hubspot, YouTube ads, Instagram, etc.*].
- 1.5 Explain in your own words how each e-marketing media you selected will support meeting Eden's goals and objectives. [80-90 words].
- 1.6 Explain in your own words how each e-marketing media you selected will contribute to Eden's long-term operational and strategic goals. [110-120 words].

For this task, complete and submit the **BSBMKG422\_02\_Plans\_for\_E-marketing** template.

**Please note:** Save the **BSBMKG422\_02\_Plans\_for\_E-marketing** under the following naming conventions before submitting.

- **yy\_mm\_dd\_yourname\_BSBMKG422\_02\_Plans\_for\_E-marketing**

SUT:

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## Assessor instructions

### Purpose of the task

- Prepare communications for products and services in accordance with the Marketing Plan to promote on an e-marketing platform for Eden.
- Identify legal, ethical and organisational frameworks related to the preparation and performance of e-marketing required for Eden.
- Interpret information found in the workplace Policy and Procedures, Marketing Strategy and Plan to determine how to meet Eden's strategic goals and objectives using e-marketing
- Identify existing electronic advertisement methods used by Eden
- Select media for electronic advertisements according to e-marketing strategy
- Select e-marketing platforms for advertisement according to the Marketing Plan and workplace policy
- Develops plans of e-marketing and determines a measure of effectiveness that contributes to long-term operational and strategic goals

### Guidance to assessors about this task

The student must complete and submit the **BSBMKG422\_02\_Plans\_for\_E-marketing** template provided to help plan and prepare for e-marketing communications for products and services in accordance with the Marketing Plan. The student must read the scenario, email instructions, and accompanying documentation provided in the email in order to complete the **BSBMKG422\_02\_Plans\_for\_E-marketing** template.

**Please note:** The student must save their completed template under the following naming convention before submitting it.

- ***yy\_mm\_dd\_yourname\_BSBMKG422\_02\_Plans\_for\_E-marketing***

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

- 1.1 Identify two [2] legal requirements, and one [1] ethical requirement in accordance with DMS' Privacy Policy and Procedures and Digital Media Policy and Procedures that relate to this task.

### Assessor Instructions:

The student's response must correspond to the exemplar answer provided below, demonstrating their ability to identify the two [2] legal requirements and one [1] ethical requirement from the organisational policies and procedures.

*Sample answer below:*

Identify two [2] legal requirements		Identify one ethical requirement	
1	<i>Privacy Act</i>	1	<i>Code of Ethics- Section 1, and 2 by the Australian Association of National Advertisers (AANA)</i>
2	<i>Australian Consumer Law</i>		

- 1.2 Using the checklist, tick off Eden's existing methods of e-marketing communications.

### Assessor Instructions:

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The student's response must correspond to the exemplar answers provided below, demonstrating their ability to integrate information from the marketing plan. The student must only conclude with the sample answers depicted below.

Sample answers below:

1.2 Using the checklist, tick off Eden's existing methods of e-marketing communications.					
Display advertising	<input type="checkbox"/>	Mobile	<input type="checkbox"/>	Website/Landing Page	<input checked="" type="checkbox"/>
SEO and SEM	<input checked="" type="checkbox"/>	Video	<input type="checkbox"/>	E-newsletter	<input checked="" type="checkbox"/>
Social media	<input checked="" type="checkbox"/>	Digital	<input type="checkbox"/>	Other	<input type="checkbox"/>

1.3 Select two [2] e-marketing media [such as emails, digital ads, social media etc.] that will help meet the objectives specified in the marketing strategy.

**Assessor Instructions:**

The student's response must correspond to the exemplar answers provided below, demonstrating their ability to develop plans that integrate information from the e-marketing plan and e-marketing strategy. The student must only conclude with the sample answers depicted below.

Sample answers below:

1.3 Select two [2] <b>e-marketing media</b> that will help meet the objectives specified in the marketing strategy
<i>Website [landing page]</i> <i>Email</i>

1.4 Select an e-marketing platform you will use for the media selected in 1.3 in accordance with workplace policies and procedures [such as Hubspot, YouTube ads, Instagram, etc.].

**Assessor Instructions:**

The student's response must correspond to the exemplar answer provided below, demonstrating their ability to develop plans that integrate information from the DMS workplace policies. The student must only conclude with the sample answers depicted below.

Sample answers below:

1.4 Select the <b>e-marketing platform</b> you will use for the media selected in 1.3 in accordance with workplace policies and procedures.
<i>Mailchimp landing page</i> <i>Mailchimp email</i>

1.5 Explain in your own words how each e-marketing media you selected will support meeting Eden's goals and objectives. [80-90 words].

**Assessor Instructions:**

The student's response must correspond to the benchmark answers provided below, demonstrating their ability to identify Edens' goals and objectives. The student's response may vary, however, they must identify the goals

and objectives from the marketing plan and apply some basic principles of analytical and lateral thinking that determine how the e-media contributes specifically to these.

Sample answers below:

1.5 Explain in your own words how each <b>e-marketing media</b> you selected will support meeting Eden's goals and objectives. [80-90 words].
<i>The email marketing will be sent to Eden's existing customer database showcasing services and products, helping to meet the goals of increasing awareness of skin treatments offered and the Products that Eden sells.</i>
<i>The email will also offer an incentive to purchase via a sale promotion and call to action.</i>
<i>The landing page will allow for more information on products and services and promotions.</i>
<i>This will further increase awareness and persuade viewers to click on the website and purchase online, addressing Eden's goal of increasing online sales and website traffic.</i>

1.6 Explain in your own words how each e-marketing media you selected will contribute to Eden's long-term operational and strategic goals [110-120 words].

**Assessor Instructions:**

The student's response must correspond to the benchmark answers provided below, demonstrating their ability to identify Eden's long-term operational and strategic goals. The student's response may vary; however, they must identify the long-term operational and strategic goals of the e-marketing plan and apply some basic principles of analytical and lateral thinking that determine how the e-media contributes specifically to these.

Sample answers below:

1.6 Explain in your own words how each <b>e-marketing media</b> you selected will contribute to Eden's long-term operational and strategic goals [110-120 words].
<i>Eden has chosen to increase awareness of skin treatments and products via two [2] digital media- email and website.</i>
<i>By increasing the awareness and having clients take advantage of the sale promotion that is being advertised. It will introduce existing clients to a new service and product, with the intention to have these clients repeat the skin treatment services, re-purchase products once they have run out and also rely on their word of mouth to increase the growth of the business and its offerings.</i>
<i>Eden also has planned to continue e-advertising through other channels in future, which will also aim in meeting any new short-term and long-term goals and boost profits for Eden.</i>

**Assessment checklist:**

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

TASK 1: Plan and prepare presentations		
Complete and submit the <b>BSBMKG422_02_Plans_for_E-marketing</b> template ensuring it has addressed the following		
1	Identified two [2] legal requirements, and one [1] ethical requirement in accordance with DMS' Privacy Policy and Procedures and Digital Media Policy and Procedures.	<input type="checkbox"/>
2	Identified Eden's existing methods of e-marketing communications	<input type="checkbox"/>

3	Selected two [2] e-marketing media [ <i>such as emails, digital ads, social media etc.</i> ] that will help meet the objectives specified in the marketing strategy	<input type="checkbox"/>
4	Selected two [2] e-marketing platforms you will use for the media selected in 1.3 in accordance with workplace policies and procedures. [ <i>such as Hubspot, YouTube ads, Instagram, etc.</i> ].	<input type="checkbox"/>
5	Explained in your own words how each e-marketing media you selected will support meeting Eden's goals and objectives.	<input type="checkbox"/>
6	Explained in your own words how each e-marketing media you selected will contribute to Eden's long-term operational and strategic goals.	<input type="checkbox"/>

**Congratulations you have reached the end of Assessment 2!**



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