Develop and apply knowledge of communications industry Assessment 3 of 4

Project

Assessment Instructions

Assessment overview

This assessment consists of two (2) tasks.

- **Task 1: Establish the criteria for assessing the Google Ads Campaign**

  In this task, you must research industry data and respond to George's email. Include statistics, calculations and the established criteria to assess the success of the deliverables and an expected outcome of Google Ads.

- **Task 2: Share deliverables and seek feedback**

  In this task, you will need to respond to George's email and attach a completed Summary Report. You must also seek feedback on your deliverables.

Additional resources and supporting documents

To complete this assessment, you will need:

- *BSBMKG439_03_BSBKMG_Summary_Report*
- *BSBMKG439_03_Keywords*
- *BSBMKG439_03_Google_Ads_Account*
- *Submitted documentation from previous assessment (BSBMKG439_02_Portfolio)*
- *Established criteria from Task 1 of this assessment (BSBMKG439_03_Project)*

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- Establish the criteria for assessing the Google Ads Campaign

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.
> BSMKMG 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.
>
> BSBKMG approached Fusion Graphix and requested their services for:
> - researching and analysing communications information
> - developing communications deliverables
> - finalising communications deliverables.
>
> Lena, the Marketing Specialist that was assigned the project, is getting close to launching the new SEM campaign using a budget of $10,000.00. The campaign is only at the pre-launch testing stages where the results of the tested deliverables are to be assessed.
> The external resources that Lena acquired to help set-up the campaign provided a list of keywords for the communication deliverables of Google Ads.
>
> See the keywords used in the campaign below:
>
> BSBMKG439_03_Keywords
>
> See the pre-launch set-up that includes the test results in the Google Ads account below:
> [BSBMKG439_03_Google_Ads_Account]
>
> For this assessment, you will play the role of Lena Brown, a Marketing Specialist at Fusion Graphix. Fusion Graphix is a Graphic Design Studio that offers B2B graphic design, web design and marketing services.

Email	
To:	lena@fusiongraphix.com
From:	george.hernandez@bsbkmg.com
Date/time:	Tuesday 1st September
Subject:	Conversion rate and average CPC expected

Hi Lena,
It is great to see the new SEM campaign progressing and I thank you for all your work thus far. Seeing we are now at the pre-launch testing stages of the campaign; I will need to gain some insight on the following to help establish the criteria for assessing the success of the communication deliverables of Google Ads:
- Industry benchmarks (some research may be required for this)
- Expected average Cost Per Click (CPC) (using the budget of $10,000.00)

Once you have established the above criteria, please advise if the pre-launch test run of the campaign will show promises for success. Please respond by this Friday the 4th.

I look forward to receiving all this information in your email response.
Thanks,
George Hernandez

Managing Director

bsbkmg ⚭

300 Fictional Way, Sydney, NSW 2000

Phone: 1800 111 222

Part A- Research sources to establish a benchmark

Research industry data and determine the CPC using information from the scenario, addressing each of the sections outlined below. Communicate each section using a suitable grammatical structure and clear, logical language within an email response to George Hernandez.

To respond to the email with the established criteria, you must:

1.1   Identify three (3) websites with data that suggests the optimal percentage of conversion rates for landing pages. Provide a link for each source.
1.2   Analyse the information available on the websites and define each source:
        a)   the average conversion rate
        b)   the optimal conversion rate
        c)   calculate the ideal average and optimal conversion rates for the BSBKMG Google Ads deliverables.

Please note: The email template is provided in **Part C** of this task.

Part B- Estimate CPC

Review the Google Ads Account created for the pre-launch test results of the Google Campaign and address the section outlined below. Communicate the section below using a suitable grammatical structure and clear, logical language within an email response to George Hernandez.

To respond to the email with the expected CPC for the communication deliverables of Google Ads, you must:

1.3   Review Google Ads Account created for the pre-launch test results of Google Ads to determine:

        a)   the expected average costs per click for the BSBKMG Google Ads deliverables.

Part C- Document the outcome and evaluate the success

Using the information in Task 1: Part A and Task 1: Part B complete the following section. Communicate the section below using a suitable grammatical structure and clear, logical language within an email response to George Hernandez.

1.4   Using the following email template, write a short email to George (145-160 words).
        Document in your email the following:
        a)   The outcomes of Task 1: Part A
        b)   The outcomes of Task 1: Part B.
        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_03_Project]*

Email	
To:	*[insert recipient email]*
From:	*[insert your email]*
Date/time:	*[insert date]*
Subject:	*RE: [Insert reply subject]*
[Insert reply]	

[*Insert your position title here*]
1 King Street, Sydney, NSW 2000
Phone: 02 987 654

1.2   Analyse the information available on the websites and define each source:
   a) the average conversion rate
   b) the optimal conversion rate
   c) calculate the ideal average and optimal conversion rates for the BSBKMG Google Ads deliverables.

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

The response must include weblinks with information that contain statistics on the average and optimal conversion rates using Google Ads. The response must also include the calculated average from the three sources found to determine an ideal average for BSBKMG. The student must add the three average rates sourced and divide them into three to achieve the correct calculation. E.g. [X + X + X = Y] [Y ÷ 3 = answer]

See sample below:

I have found the three [3] websites, and they each have helped to determine both the average and optimal conversion rate.
Please see below:
https://www.impactplus.com/blog/what-is-a-good-landing-page-conversion-rate
Average conversion rate: 2.35%
Optimal conversion rate: 11.45%

https://blog.hubspot.com/marketing/landing-page-stats
Average conversion rate: 9.7%
Optimal conversion rate: 23%

https://unbounce.com/average-conversion-rates-landing-pages/
Average conversion rate: 4.02%
Optimal conversion rate: 6.1%

Using the Google Ads account created, I have concluded the following criteria to assess the deliverables:
- The average conversion rates we will aim towards are: 5.35%
- The optimal conversion rates we will aim towards are: 13.51%

Part B- Estimate CPC

Assessor instructions:

The students' answers may vary. However, the responses must use suitable grammatical structure and clear, logical language and must address the following:

1.3   Review the pre-launch test results of Google Ads to determine:

   a) the expected average costs per click for the BSBKMG Google Ads deliverables.

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

The student must review the Google Ads Account document to review the information related to the expected CPC. The response must include that the expected CPC with an investment of $10,000.00 for the campaign is an average of $7.28.

I have also confirmed as the Google Ads deliverables has a CPA for an investment of $10,000.00 will have an expected average CPC at $7.28.

Part C- Document the outcome and evaluate success

Assessor instructions:

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

1.4   Using the following email template, write a short email to George (145-160 words).
         Document in your email the following:
         a)   the outcomes of Task 1: Part A
         b)   the outcomes of Task 1: Part B.

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

The response email must use a suitable grammatical structure that summarises Part A response and Part B response of this task clearly and logically.

Sample response below:

Email	
To:	*george.hernandez@bsbkmg.com*
From:	*lena@fusiongraphix.com*
Date/time:	*Friday 4th of September*
Subject:	*RE: Conversion rate and average CPC expected*

Hi George,

I have found the three (3) websites, and they each have helped to determine both the average and optimal conversion rate.
Please see below:
https://www.impactplus.com/blog/what-is-a-good-landing-page-conversion-rate
Average conversion rate: 2.35%
Optimal conversion rate: 11.45%

https://blog.hubspot.com/marketing/landing-page-stats
Average conversion rate: 9.7%
Optimal conversion rate: 23%

https://unbounce.com/average-conversion-rates-landing-pages/
Average conversion rate: 4.02%
Optimal conversion rate: 6.1%

Using the Google Ads account created, I have concluded the following criteria to assess the deliverables:
- *The average conversion rates we will aim towards are: 5.35%*

Task 2- Share deliverables and seek feedback

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

Email	
To:	lena@fusiongraphix.com
From:	george.hernandez@bsbkmg.com
Date/time:	Monday 21st of September
Subject:	High level summary and workflow

Hi Lena,

Thank you for providing the criteria for success. We will use these as benchmarks for this campaign.
At the end of this month, I have scheduled a stand-up. This stand-up is a meeting where I will be updating all employees on the progress of various projects currently underway in the business and the overall growth.
I will need a high-level summary of the new SEM campaign that I can use to inform employees at the stand-up.
Please prepare the following progress report that will help me summarise the new SEM campaign.

- *BSBMKG439_03_BSBKMG_Summary_Report*

Have this ready for me by Friday (end of this week).

Cheers,

George Hernandez

Access the documentation previously submitted in *BSBMKG_439_02_Portfolio* and the Established criteria from **Task 1** of this assessment [*BSBMKG439_03_Project*].

Complete the *BSBMKG439_03_BSBKMG_Summmary_Report* addressing each of the sections outlined below. Communicate each section using a suitable grammatical structure and clear, logical language.

Your template must include the following: [300-350 words in total]

2.1   Write a high-level summary of the workflow. Explain the work completed so far
2.2   Provide the names of the external and internal resources [people] that collaborated. Explain their involvement in the development of the new SEM Campaign
2.3   Provide a list of the keywords used in the communications delivery of Google Ads
2.4   Explain the established criteria for assessing the success of the communication deliverables of Google Ads.

In addition to the report, complete the final point below before submitting this task.
2.5   Using the following email template, write a short email to George [90-100 words].
       Advise in the email that the *BSBMKG439_02_BSBKMG_Summary_Report*, is attached, and you are requesting feedback for the deliverables thus far. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following email template with your email and submit this alongside the completed *BSBMKG439_02_BSBKMG_Summary_Report*.

Email	
To:	[*insert recipient email*]
From:	[*insert your email*]
Date/time:	[*insert date*]
Subject:	RE: [*Insert reply subject*]
[*Insert reply*]	

[*Insert your position title here*]
1 King Street, Sydney, NSW 2000
Phone: 02 987 654

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Assessor instructions

Purpose of the Task

- Integrates information from previous assessment tasks to create a report using the suitable format and grammatical structure with clear, logical language suitable for George Hernandez to share with others for a stand-up meeting.

- Share a summary of the SEM Campaign with George Hernandez.

- Seek feedback on the shared summary from George Hernandez.

Guidance to Assessors About this Task

The student must gather information from other documents to complete the *BSBMKG439_02_BSBKMG_Summary_Report* summarising the deliverables. The student must share the summary report with George Hernandez and must seek feedback on the deliverables.

Students' answers may vary. However, the responses must use suitable grammatical structure and clear, logical language and must address the following:

2.1	Write a high-level summary of the workflow. Explain the work completed so far
2.2	Provide the names of the external and internal resources (people) that collaborated. Explain their involvement in the development of the new SEM Campaign
2.3	Provide a list of the keywords used in the communications delivery of Google Ads
2.4	Explain the established criteria for assessing the success of the communication deliverables of Google Ads.

[300-350 words in total.]

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

The student will be using their previously submitted assessments and Task 1 o f this assessment to collate a summary that will address the above points.

The response must include:

- *A summary of the task of creating a new SEM Campaign for BSBKMG*
- *The completed task of developing the Creative Strategy*
- *The collaboration with Catherine Sutton-Brady, the designer, on the landing page reviews and rectifications*
- *The external resource that has been contracted to assist with the SEM set-up*
- *The list of keywords used in the Google Ads Account that was handed by the external resource*
- *The established criteria that has been determined in Task 1 of this assessment.*

See sample below:

> *BSBKGM has been working towards gaining prospective customers that benefit from our performance management software systems. We have been working with others to develop a new SEM campaign that will hopefully generate leads and sales to help gain more customers and further grow the business.*
> *The new SEM campaign was to deliver communications using Google Ads. For this, I have developed a*

Creative Strategy to help create a foundation for the goals we are aiming towards.

Our in-house designer, Catherine Sutton-Brady, has created a landing page. The landing page is being used for the communication deliverables Google Ads. Catherine and I have worked hard to ensure the landing page meets the business goals and adheres to our brand guidelines.

While Catherine has been finalising the landing page, I have worked closely with an external team at Fiverr. They have been contracted to help set-up the SEM campaign using Google Ads. The keywords used for this campaign include:

- *performance management software*
- *performance management platform*
- *performance management tools*
- *performance review platforms*
- *hr performance management software*
- *hr performance software*
- *performance management system software*
- *performance tracking software*
- *performance evaluation software*
- *employee review software*
- *best performance management software*
- *employee performance software*
- *application performance management software*
- *performance review software*
- *online performance management software*
- *online performance management system*
- *performance management system tools*
- *employee evaluation software*
- *employee appraisal software*
- *performance appraisal software*
- *performance management apps*
- *performance management software solutions*
- *employee performance management software*
- *best performance management system*
- *annual performance review software.*

The Google Ads account has been in the testing phase. I have concluded the following criteria to assess its' success:
- *The average conversion rates we will aim towards are: 5.35%*
- *The optimal conversion rates we will aim towards are: 13.51%*

I have also confirmed as the Google Ads deliverables has a CPA for an investment of $10,000.00 will have an expected average CPC at $$7.28.

Following approval from George Hernandez, we will officially launch the campaign and monitor the progress and results to ensure we are meeting the business goals and reaching successful outcomes.

2.5   Write an email to George Hernandez that must include the following: [90-100 words]

- advising that the Summary Report is completed and attached

- requesting feedback on the deliverables

- using correct spelling, language, and terminology.

Email	
To:	*george.hernandez@bsbkmg.com*
From:	*lena@fusiongraphix.com*
Date/time:	*Friday 25th of September*
Subject:	*RE: High-level summary and workflow*

Good afternoon George,

I have collected all the information and provided you with a high-level summary of the SEM campaign that you can use for your stand-up meeting. I am looking forward to hearing about all other projects in the business as well as you sharing the news of the new SEM campaign.
At your earliest convenience, would you kindly provide me with any feedback on the deliverables that will be presented before you approve the launch of the campaign? This should give me time to address any rectifications prior to launch.

Thanks,

Lena Brown

Marketing Specialist
1 King Street, Sydney, NSW 2000
Phone: 02 987 654

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Please note: Assessor will assume the role of George Hernandez and will provide the student with an email response combined with the assessment feedback once the student has submitted their completed assessment for grading.

The Assessor must:
- assume the role of George Hernandez, managing director at BSBKMG
- provide the student with a response email with feedback on the deliverables noting that there have not been any negative keywords added
- request for negative keywords to be implemented into the deliverables
- use the following email template to complete and provide it to the student with their assessment feedback.

    Please note:

    The student will need this response in order to complete the following assessment.

Email	
To:	*lena@fusiongraphix.com*
From:	*george.hernandez@bsbkmg.com*
Date/time:	Monday 28th of September
Subject:	*Feedback*

Good afternoon Lena,

Lena, thank you for getting back to me by the deadline. Your summary report will be very useful for me during the upcoming stand-up meeting.

I have noticed that you provided keywords for your Google Ads, however, I can't seem to find any negative keywords. Could you kindly identify some negative keywords to update the communication deliverables of the Google Ads? We want to ensure we can narrow down and target the correct audiences.

Thank you,

George Hernandez.

Managing Director	
300 Fictional Way, Sydney, NSW 2000	**bsbkmg** 🔗
Phone: 1800 111 222	

Assessment checklist:

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

Task 1- Establish the criteria for assessing the Google Ads Campaign		
Part A-Research sources to establish a benchmark		
1	Identify three [3] websites with data that suggests the optimal percentage of conversion rates for landing pages.	☐

2	Analyse the information available on the websites and define each source:
	    a] the average conversion rate
	    b] the optimal conversion rate
	    c] calculate the ideal average and optimal conversion rates for the BSBKMG Google Ads deliverables.
		☐

Part B- Estimate CPC		
1	Review screen shot, determine average CPC	☐
Part C- Document the outcome and evaluate the success		

1	Email to managing director – include:
	    a] the outcomes of Task 1: Part A
	    b] the outcomes of Task 1: Part B
	    c] your evaluation relating to the success of the test campaign. For example, did the test prove successful?
		☐

Task 2- Share deliverables and seek feedback		

1	Write a high-level summary of the workflow. Explain the work completed so far	☐
2	Provide the names of the external and internal resources (people) that collaborated. Explain their involvement in the development of the new SEM Campaign	☐
3	Provide a list of the keywords used in the communications delivery of Google Ads	☐
4	Explain the established criteria for assessing the success of the communication deliverables of Google Ads.	☐
5	Complete and submit BSBMKG439_02_BSBKMG_Summary_Report	☐
6	Email managing director advising: • the report is completed and attached • seeking feedback on the deliverables	☐

Congratulations you have reached the end of Assessment 3!