

Undergraduate Diploma in Digital Marketing: Intake October 2023

Assessment Task: Written assignment based on chosen questions	
Module: <i>Basics of Search Engine Optimization & Content Creation in CRM</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 28 March 2024	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part of Basics of Search Engine Optimization & Content Creation in CRM.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of the Marketing and Research process. It's important to show a comprehensive understanding of the subject, including theoretical knowledge and practical application. Think critically and apply your knowledge creatively.</p> <p>Note</p> <p><i>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</i></p>	
Choose one question from the following:	
<p>Question 1:</p> <p>Develop a CRM strategy for a new online retailer that leverages SEO insights to improve customer relationships. Detail how SEO data (like search trends and keyword performance) can inform personalised email campaigns, content recommendations, and customer segmentation in the CRM system..</p> <p>Question 2:</p> <p>Choose a company that actively collects customer feedback through its website and online channels. Analyse how this feedback can be utilised to enhance the company's SEO strategy, including content creation, keyword optimisation, and improving user experience. Provide specific examples and recommendations.</p> <p>Question 3:</p> <p>Explain how integrating CRM and SEO strategies can lead to an increase in Customer Lifetime Value for a subscription-based service. Propose a detailed plan that includes using CRM data to identify high-value keywords and SEO tactics to attract and retain profitable customer segments.</p>	
Pass Mark - 50% of all assessment methods	Total Assignment Weighting - 55%

By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>