

## Undergraduate Diploma in Digital Marketing: Intake October 2023

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| <b>Assessment Task:</b> One (1) Group presentation based on the question below |  |
| <b>Module:</b> <i>Social Media Marketing and Digital Advertising</i>           | <b>Tuition Centre:</b> 21 Academy<br><b>License Number:</b> 2018-017 |
| <b>Level:</b> Award MQF Level 5  | <b>Date:</b>   |
| <b>Student Names:</b>  | <b>Student Numbers: (same line)</b>                                  |

**Presentation Date:** 24 June 2024

**Task**

The purpose of this assessment is to develop an understanding of what was learnt during the module in particular with respect to Social Media Marketing and Digital Advertising.

**Note**

This assessment provides students with an opportunity to explain the different aspects of Social Media Marketing and Digital Advertising.

**Note**

*You should plan to spend approximately 20 hours researching, reviewing the course slides, planning and designing the presentation. You are expected to select the Harvard Referencing Style if you are using any sources for the information being given in the presentation.*

*Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.*

*The presentation should be 20 minutes long and students will be expected to answer questions made by the students in class as well as the tutor.*



Prepare a social media marketing campaign for GreenFresh, a company dedicated to providing high-quality, organic, and sustainably sourced food and beverages. The brand focuses on health-conscious consumers who are committed to a sustainable lifestyle.

Present your campaign in a group presentation. You may choose to focus on a particular product or promote the following range of products:

- o Organic Juices: A range of cold-pressed juices made from 100% organic fruits and vegetables.
- o Healthy Snacks: Organic snack bars, dried fruit, and nut mixes.
- o Plant-Based Beverages: Almond milk, oat milk, and soymilk options.
- o Meal Kits: Ready-to-cook organic meal kits with sustainably sourced ingredients.
- o Supplements: Organic vitamins and supplements to support overall wellness.

Make sure that each member of the group is assigned a role in your social marketing campaign team. Keep in mind that you need to:

- Define why you are doing a social media marketing campaign.
- Outline the steps involved in creating a social media marketing strategy.
- State your intended target audience and segmentation for an organic food and beverage brand.
- Define the channels you will be using.
- Describe the digital advertising techniques.
- State how you intend to allocate budgets for social media marketing and digital advertising.
- Identify key performance indicators (KPIs) for your social media marketing campaign.
- Explain how you intend to use analytics tools to measure and analyse the campaign's performance.

**By submitting I confirm that I have been authorized by all the students in the group to acknowledge that the presentation is our own work**

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| <b>Mark:</b> | <b>Student</b> (first in list above) <b>Signature:</b> <main assessor> |
| <b>Date</b>  | <b>Signature:</b> <quality assurance>                                  |