

## Undergraduate Diploma in Digital Marketing Intakes February 2024 to January 2025

<b>Assessment Task:</b> One (1) Group presentation based on the question below	
<b>Module:</b> <i>Basics of Search Engine Optimization &amp; Content Creation in CRM</i>	<b>Tuition Centre:</b> 21 Academy <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>
<b>Presentation Date:</b> 11 February 2025	
<p><b>Task</b> The purpose of this assessment is to develop an understanding of what was learnt during the module in particular about Search Engine Optimization &amp; Content Creation in CRM.</p> <p><b>Note</b> This assessment provides students with an opportunity to put into practice the relevant tools and practices in relation to what they learned in the module.</p> <p><b>Note</b> <i>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.</i></p> <p><i>Each individual student should also present a Reflective Notes template in Word Format or pdf format about this presentation.</i></p> <p><i>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.</i></p>	
<p>Prepare and deliver a group presentation addressing the following:</p> <p><b>"Discuss how integrating Customer Relationship Management (CRM) and Search Engine Optimisation (SEO) strategies can enhance Customer Lifetime Value (CLV) for a subscription-based service. Develop a comprehensive plan that demonstrates how CRM data can be leveraged to identify high-value keywords and outlines specific SEO tactics to attract, engage, and retain profitable customer segments."</b></p> <p>Make sure to:</p> <ul style="list-style-type: none"> <li>• Clearly explain the connection between CRM, SEO, and CLV.</li> <li>• Provide practical examples of CRM data usage in keyword research and segmentation.</li> <li>• Include innovative SEO techniques tailored for subscription-based services.</li> <li>• Highlight how your proposed plan can drive long-term customer retention and profitability.</li> </ul>	
<b>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</b>	

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