



Certified Digital Marketing Professional

Practical Exercises

Exercise Solutions



Introduction
to
Digital Marketing

EXERCISE 1: INTRODUCTION TO DIGITAL MARKETING

The aim of this module is to enable learners to conduct digital research, set business objectives for a digital marketing campaign, and prepare the foundations for developing a targeted digital marketing strategy. The Practical Exercise associated with this module includes three tasks: -

Task 1 – Introducing Organic BewT (Exercise Context)

The first task in this exercise introduces a business scenario that is used as context for the subsequent tasks and exercises in this program.

Step 1: In the Scenario page, select **About Organic BewT** from the Organic BewT Induction list of tasks

Step 2: On the Induction Item 1 – About Organic BewT page, select the link represented by the underlined word “**here**” to review the Organic BewT range of skincare products

Step 3: When you have completed your review of the products, select the **Continue** button

Step 4: In the Organic BewT Goals and Objectives page, select the **Continue** button when you have reviewed the campaign goals and objectives

[Task complete]

Task 2 – Company Goals and Using SMART Objectives

This task focuses on setting and using actionable objectives to inform a clearly defined digital marketing plan using the SMART goal methodology.

Learning Objectives: -

- Recognize the purpose of SMART objectives in a digital marketing plan
- Create SMART objectives
- Develop clear and actionable objectives for a digital marketing plan

Step 1: In the Scenario page, select **Company Goals and Objectives** from the Organic BewT Induction list of tasks

Step 2: Select the link represented by the text “**business goals and objectives**” to review the advertising campaign goals, if you have not already reviewed them in Task 1

Step 3: When you have completed your review of the campaign objectives, select the **Close** button to continue

Step 4: Select the **Continue** button to move forward

Step 5: In the Induction Item 2 page, complete the Drag and Drop quiz item to demonstrate your understanding of the requirements for a SMART goal and then select the **checkmark icon** towards the bottom-right corner of the screen

Step 6: Select the **Continue** button to move forward

Step 7: Match one example of each of the five elements in a SMART goal to the relevant category by selecting the most appropriate example from the dropdown list. Note: the list of five

examples is the same for each category (Specific, Measurable, and so on) but only one matching example exists for each category item.

Step 8: Select the **checkmark icon** towards the bottom-right corner of the screen when you have completed the activity

Step 9a: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 9b: If you have completed the activity correctly, you can select the **Continue** button to advance forward

Step 10: In the Induction Item 2 page, answer the quiz item to demonstrate your ability to identify a SMART goal and then select the **checkmark icon** towards the bottom-right corner of the screen

Step 11a: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 11b: If you have completed the activity correctly, you can select the **Continue** button to advance forward

Step 12: In the Induction Item 2 page, answer the next quiz item to demonstrate your ability to identify a SMART goal and then select the **checkmark icon** towards the bottom-right corner of the screen

Step 13a: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 13b: If you have completed the activity correctly, you can select the **Continue** button to advance forward

Step 14: In the Induction Item 2 page, answer the third quiz item to demonstrate your ability to identify a SMART goal and then select the **checkmark icon** towards the bottom-right corner of the screen

Step 15a: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 15b: If you have completed the activity correctly, select the **Continue** button to advance forward

Step 16: In the Induction Item 2 page, read the Drag and Drop task instructions and then select the **Close** button to start the activity

Step 17: Complete the SMART goal by dragging and dropping the required statements to the appropriate target and then select the **checkmark icon** towards the bottom-right corner of the screen

Step 18a: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 18b: If you have completed the activity correctly, you can select the **Continue** button to complete the task

[Task complete]

Task 3 – Meet the Team

This task focuses on how a digital marketer's role and responsibilities fit into a wider business team. It also covers some of the variety of roles and responsibilities that can exist in digital teams.

Learning Objectives: -

- Recognize how a digital marketer's role and responsibilities fit into shared business objectives and into a wider business team
- Recognize how teamwork and various roles in digital teams can contribute to an overarching digital marketing strategy

Step 1: In the Scenario page, select **Meet the Team** from the Organic BewT Induction list of tasks

Step 2: In the Meet the Team page, you can choose any team member by selecting their associated visual to learn more about their role and their objectives and responsibilities within the team

Step 3: When you have reviewed the team member's role and responsibilities, select the **Close** button to return to the Meet the Team page

Step 4: Select the **Next (>)** button in the bottom-right corner of the screen to move forward

Step 5: In the Induction Item 3 page, select the appropriate team member's image to show that you understand the roles and responsibilities of your fellow team members

Step 6a: If you have completed the activity correctly, you automatically move forward to the next activity

Step 6b: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 7: The Induction Item 3 page reopens to present a new activity where you are asked to select the appropriate team member to help with a task

Step 8a: If you have completed the activity correctly, you automatically move forward to the next activity

Step 8b: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 9: The Induction Item 3 page reopens to present another new activity where you are asked to select the appropriate team member to help with a task

Step 10a: If you have completed the activity correctly, you automatically move forward to the next page

Step 10b: If you have not completed the activity correctly, you can select **Try Again** to have another go

Step 11: When you have completed the task, the final page in the task provides feedback and you can select the **Complete** button when you are ready to close the Practical Exercise

Step 12: Select the **Finish Module** button in the bottom-right corner of the screen to close the Exercise and complete the module or, alternatively, select the **Home** button if you want to start the Practical Exercise again

[Task complete]