



Assignment Brief

Level 3

Digital Marketing Essentials for Small Businesses 2024

General overview

The assessment for this award is an *assignment*, which takes the form of a **digital marketing plan** for a small business.

In order to prepare your digital marketing plan, your tutor *may* get you to complete some tasks, either individually or as part of a group, which relate to the first four elements of the course. These tasks will enable you to consider what should go into your digital marketing plan, which mainly relates to Element 5 but is reliant on a good understanding of the preceding elements of the course.

You are advised to read around the subject, using a range of appropriate reference material. A range of sources is identified within the study material; you should not feel restricted to these and are advised to read more widely, but if you do, remember to make a note of the full reference of any other material you use or refer to and include it in the Bibliography, which should accompany your final assignment – guidance on referencing is available on ABE's website.

Word count

The recommended word count for this assignment is 1,500 words (-/+ 10% tolerance, i.e. your submission should not be less than 1,350 words and no more than 1,650 words). Please be aware that markers are instructed to stop marking when the maximum word count is reached. **NOTE** – your Table of Contents, all Appendices and the References list are all **excluded** from the overall word count.

Please refer to the Assignment Style Guide for further guidance on the accepted format of your assignment.

Assignment tasks (maximum marks: 100)

Your answers should be given in the context of a digital marketing plan for a small business.

Task 1	25 marks 375 words	Explain THREE benefits and THREE challenges for a small business using digital marketing.
Task 2	20 marks 300 words	Discuss how social media tools can be used to promote a new holiday resort. Use examples to support your answer.
Task 3	25 marks 375 words	Explain the steps required to create a target customer profile for a new fashion business that is opening in your region.
Task 4	20 marks 300 words	Develop a plan to generate new business for a small business that only uses an online sales channel.
Task 5	10 marks 150 words	For the plan developed in Task 4, discuss the best ways to measure the effectiveness of digital marketing.