



Assignment Brief

Level 3

Digital Marketing Essentials for Small Businesses

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. Your completed digital marketing plan, will be first-marked by your centre and then submitted to ABE for moderation, and your grade will then be awarded by ABE.

NOTE: For all tasks follow word counting guidance. Anything above +10% will not be marked.

Learners 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.

Assignment tasks (maximum marks: 100)

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

Task 1	10 marks 150 words	Propose two objectives for your marketing plan. Explain how these support improvements in either customer acquisition or retention.
Task 2	20 marks 300 words	Describe the intended target market and the online behaviour of these customers.
Task 3	20 marks 300 words	Explain the messaging you will use (which must be relevant to your objectives and the target market).
Task 4	25 marks 400 words	Explain the digital and online tools that will be used to achieve these two objectives and create the schedule of activities that are planned for implementation.
Task 5	10 marks 150 words	Describe the considerations when setting/creating the budget for your plan in the context of achieving the objectives.
Task 6	15 marks 200 words	Recommend two ways of measuring the success of your plan, justifying the relevance of these methods.