Integrated Digital Marketing

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Course Description

This hands-on course provides you with the state-of-the-art knowledge and practical skills to build and operate an integrated digital marketing platform.

Objectives and Learning Outcomes

At the end of the course, you should have:
- An understanding of data-driven marketing and how to do it in real life.
- Knowledge and skills to use different digital marketing tools such as advertising, content marketing, web marketing, search engine marketing, social media marketing, email marketing, and marketing analytics *together* to acquire, convert, retain, and develop customers.
- An integrated digital marketing platform in real life with at least 1000 users.

Evaluation

- Project activities: 50%
- Projects KPIs: 30%
- YouTube contest: 20%
  Total: 100%

Please see the project instruction and template for detailed information.

Students with at least 70% points will be certified by the instructor.

Schedule

The course requires 30 hours of in-class activities and at least 60 hours of working on your projects.

Date	In-class activities	Homework
Week 1	Data-driven marketing	Form groups and choose projects
Week 2	Advertising	
Week 3	Content marketing Project Q&A	
Week 4	Web marketing	WordPress and Google Analytics
Week 5	Web marketing	
Week 6	Search engine marketing	SEO and Google AdWords
Week 7	Search engine marketing	
Week 8	Social media marketing	Facebook
Week 9	Social media marketing	
Week 10	Email marketing	MailChimp

Week 12		Submit project report and YouTube video

Project: Integrated Digital Marketing

The purpose of the project is to give the students real life experience on building and operating an integrated digital marketing platform. At the end of the course, you should have an integrated digital marketing platform in real life with at least 1000 users.

Description

A team of 4-5 students will build and operate an integrated digital marketing platform for a product/service or idea or organization of their choice. E.g. a museum, a school, a robot, an app, healthy diet, safe driving, online identity protection, recycling, saving energy, saving water, etc.

The platform includes the following interrelated components:
- WordPress CMS: build a website for marketing purpose. The website must have interesting *original* content to acquire and retain customers.
- Google Analytics: measure the website marketing performance.
- SEO: make the website and its content visible on search engines organically. It will drive traffic to the website.
- Google Ads: make the website and its content visible on search advertising and Google advertising network. It will drive traffic to the website.
- Facebook (other social media networks are optional): build a social media platform and connect it with the website. It will develop a customer base on social media and drive the customers to the website.
- MailChimp: build an email platform and integrate it with the website and social media. It will develop a list of subscribers and drive them back to the website multiple times.

This is a real project that requires you to have real customers. However, revenues and profits are not required. Please make sure that you have total control over the project during the course. The budget for the project is up to $200 per group (up to $50 per student). That amount of money will be spent on hosting a website and running ads on Google and Facebook.

Objectives and KPIs

Objectives	KPIs
Website customer base	Unique visitors
Traffic to the website	Visits
Traffic to the website from SEM	Visits from organic search and Google Ads
Social media customer base	Facebook page likes (or followers on other platforms)
Traffic to the website from social media	Visits from social media
Email customer base	Email list subscribers

Traffic to the website from emails	Visits from emails

Instruction

1. Design a website:

    - WordPress CMS hosted on Bluehost.com (or a local hosting service).

    - The website must have at least 5 pages: home, about, blog, contact, email subscription (this page will be built using MailChimp) with *original* content. You can choose different names for your pages.

2. Create a blog page on your website and write at least *6 original blog posts* (it is recommended to have photos or videos on your posts). Each post must have at least 300 words.

3. Embed a Google analytics tracking tag into all of your pages and posts. The recommended method is: Insert Headers and Footers plugin.

4. Register your website with Google.

5. Choose at least 6 keywords (you *must* use Keyword planner)

6. Use those keywords to optimize *all* of your *blog posts* for search engine using WordPress and Yoast SEO plugin.

7. Signup a Google Ads account.

8. Link your Google Ads to your Google analytics account.

9. Run *at least* 5 search ads with *5 different landing pages* (blog posts) on Google Ads using the keywords above.

10. Setup a Facebook page. Optional: other social media such as LinkedIn, Instagram, …

11. Link the FB page with the website (*2 ways*)

12. Share *all* of the blog posts (at least 6) on the FB page (long posts). You should only post a brief introduction of the blog post that is interesting enough for visitors to click on the link to go to your website to read more.

13. Post 20 short posts on the FB page in addition to the 6 long posts above. The short posts should be engaging such as: having media, having questions, calls to action, etc.

14. Share all 26 of your FB posts on all of your personal social media (optional)

15. Engage with customers in the comments.

16. Invite people (your social media friends and people how like your posts) to like your page.

17. Find at least three Facebook groups which discuss the same topics then join the conversation there, promote your FB page and posts, and bring customers back to your FB page and website.

18. Promote your FB page (ads)

19. Run *at least 4 ads* to promote your FB posts (should be the posts that haves the links to your website).

20. Use Facebook Insights to monitor the page's performance.

21. Use Google Analytics to monitor the traffic from the FB page to the website.

22. Setup a Mailchimp account.

23. Create an audience list.

24. Create signup forms.

25. Embed the signup forms to your website – email subscription page.

26. Link your Mailchimp to Google analytics.

27. Run campaigns on your website, Facebook, and personal emails to invite people to subscribe to your audience list which will be used to notify them when you have new blog posts on your blog page.

28. Send newsletters to the subscribers to invite them to read your blog posts on your website (*all 6 posts*). You should only have a brief introduction of the newsletter that is interesting enough for visitors to click on the link to go to your website to read more.

29. Use MailChimp Reports to monitor the performance.

30. Use Google Analytics to monitor the traffic to the website.

Evaluation

Activities: 50 points

Doing all the requested activities will give you 50 points.

A lack of any activity will severely affect your grade.

KPIs: 30 points

KPIs	1 point	2 points	3 points	4 points	5 points
Unique visitors	200	400	600	800	1000
Visits	250	500	750	1000	1250
Visits from organic search and AdWords	60	120	180	240	300
Facebook page likes	75	150	225	300	
Visits from Facebook	100	200	300	400	500
Email list subscribers	20	35	50		
Visits from emails	20	40	70		

YouTube contest: 20 points

You will sell your project on YouTube for about 20 minutes. Your group will be evaluated based on the audience responses.

Project Report Template: Integrated Digital Marketing

Single file with the website domain name as the file name

Group name and member names.

Links to the website, Facebook page (and any other social media), and to the email subscription page.

List of keywords

Please highlight the relevant numbers on all of the screenshots.

The screenshots in this template are for illustration purpose only. Different versions of the software might have different appearance and layouts.

Marketing objectives and KPIs

Objectives	KPIs	Current	Points
Website customer base	Unique visitors		
Traffic to the website	Visits		
Traffic to the website from SEM	Visits from organic search and Google Ads		
Social media customer base	Facebook page likes (or followers on other platforms)		
Traffic to the website from social media	Visits from Facebook		
Email customer base	Email list subscribers		
Traffic to the website from emails	Visits from emails		
KPI points			

Screenshots of Google Analytics that show the numbers of unique visitors (users) and visits (sessions) from all channels. E.g.

	Default Channel Grouping	Acquisition			Be
		Users ? ↓	New Users ?	Sessions ?	
		1,634 % of Total: 100.00% (1,634)	1,631 % of Total: 100.12% (1,629)	2,368 % of Total: 100.00% (2,368)	
☐	1. Social	697 (41.71%)	685 (42.00%)	910 (38.43%)	
☐	2. Paid Search	493 (29.50%)	494 (30.29%)	542 (22.89%)	
☐	3. Direct	400 (23.94%)	395 (24.22%)	597 (25.21%)	
☐	4. Email	26 (1.56%)	8 (0.49%)	127 (5.36%)	
☐	5. Referral	26 (1.56%)	24 (1.47%)	33 (1.39%)	
☐	6. Organic Search	23 (1.38%)	19 (1.16%)	153 (6.46%)	
☐	7. Display	6 (0.36%)	6 (0.37%)	6 (0.25%)	

Screenshots of Facebook Insights that show the total number of Page likes. E.g.
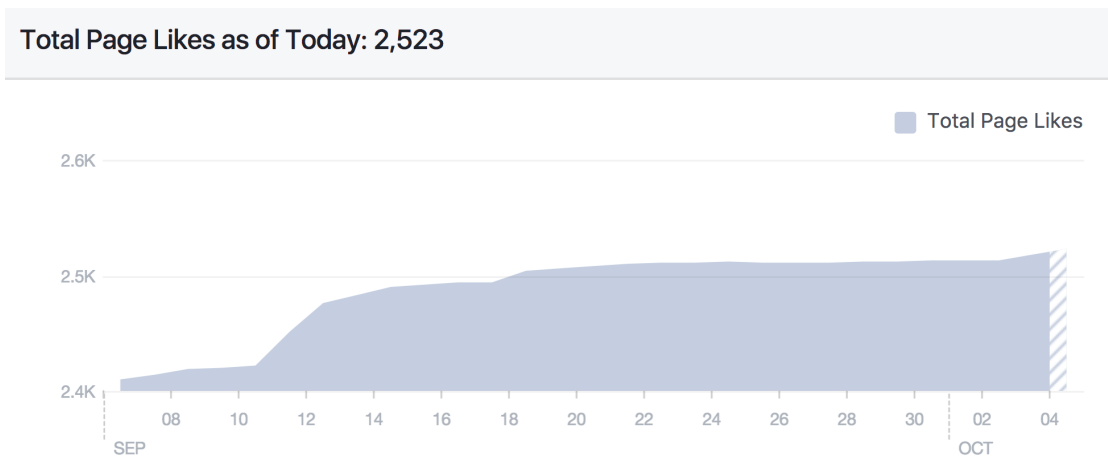
Screenshot of the full audience list in MailChimp

Expenditures

Activities	Expenditures
Website hosting	
AdWords 1	
AdWords 2	
AdWords 3	
AdWords 4	
AdWords 5	

Facebook page promotion	
Facebook post boosting 1	
Facebook post boosting 2	
Facebook post boosting 3	
Facebook post boosting 4	
Total	

Activity checklist

1.	Design a website with at least 5 pages	Done
2.	Create a blog page on your website and write at least *6 original blog posts* (it is recommended to have photos or videos on your posts). Each post must have at least 300 words.	
3.	Embed a Google analytics tracking tag into all of your pages and posts.	
4.	Register your website with Google.	
5.	Choose at least 6 keywords (you *must* use Keyword planner)	
6.	Use those keywords to optimize *all* of your *blog posts* for search engine using WordPress and Yoast SEO plugin.	
7.	Signup an Google Ads account.	
8.	Link your Google Ads to your Google analytics account.	
9.	Run *at least* 5 search ads with *5 different landing pages* (blog posts) on Google AdWords.	
10.	Setup a Facebook page. Optional: other social media such as LinkedIn, Instagram, …	
11.	Link the FB page with the website (*2 ways*)	
12.	Share *all* of the blog posts (at least 6) on the FB page (long posts).	
13.	Post 20 short posts on the FB page in addition to the 6 long posts above. The short posts should be engaging such as: having media, having questions, calls to action, etc.	
14.	Share all 26 of your FB posts on all of your personal social media (optional)	
15.	Engage with customers in the comments.	
16.	Invite people (your social media friends and people how like your posts) to like your page.	
17.	Find at least three Facebook groups which discuss the same topics then join the conversation there, promote your FB page and posts, and bring customers back to your FB page and website.	
18.	Promote your FB page (ads)	
19.	Run *at least 4 ads* to promote your FB posts (should be the posts that haves the links to your website).	
20.	Use Facebook Insights to monitor the page's performance.	
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28. Send newsletters to the subscribers to invite them to read your blog posts on your website (*all 6 posts*).	
29. Use MailChimp Reports to monitor the performance.	
30. Use Google Analytics to monitor the traffic to the website.	

Screenshots of Activities and Results

1. Screenshots of the Yoast SEO analyses (description, readability, and keyword tabs. If you use more than 1 keyword for the post, please include all keyword tabs) for all blog posts. All must be green. Up to 3 orange dots are allowed but no red dots. E.g.

2. Screenshots of all Google AdWords ads copies. E.g.
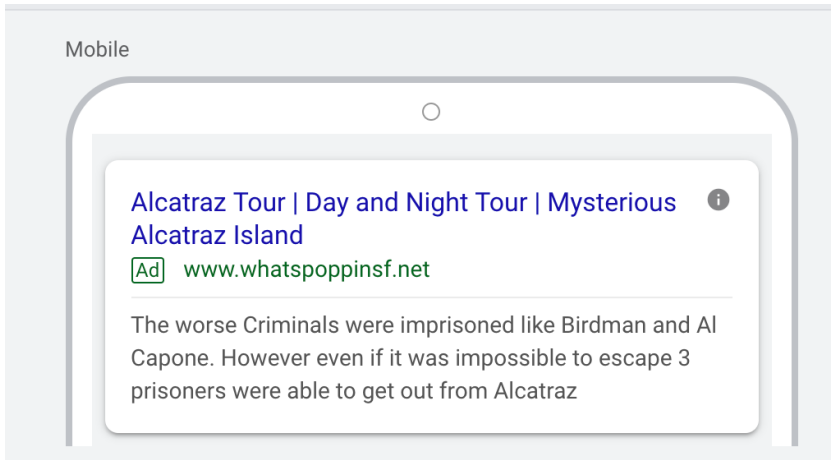
3. Screenshots of all AdWords results. E.g.

Ad ▼	Campaign ▼	Ad group ▼	Campaign type	Campaign subtype	Ad final URL ▼	Ad mobile final URL	↓ Clicks ▼	Impressions ▼	CTR ▼	Avg. CPC ▼	Cost ▼
Alcatraz Tour | Day Night Tour | Myster www.whatspoppin The worse Crimina were imprisoned lil Birdman and Al Ca However even if it	Blog Campaign 2 (Alcatraz)	Alcatraz Blog Post	Search Only	All features	http://www.what...ig tour/	–	50	973	5.14%	$1.23	$61.63
Whats Poppin' SF | Dating Ideas | Offic whatspoppinsf.net Want to impress yc this upcoming holi with these five fest to build memories	Blog Campaign	Ad group 2	Search Only	All features	http://www.what...in about/	–	35	875	4.00%	$1.98	$69.24
What's Poppin' SF (Overcoming Holida whatspoppinsf.net Christmas can be t time of the year, or of the year. Check individuals guide tc	Blog Campaign 1	Overcome From Depression	Search Only	All features	http://www.what...or	–	34	801	4.24%	$1.88	$63.97
Alcatraz Island | Ni Tour | Get the Ticke www.whatspoppin The worse Crimina were imprisoned lil Birdman and Al Ca However even if it	Blog Campaign 2 (Alcatraz)	Alcatraz Blog Post	Search Only	All features	http://www.what...ig tour/	–	33	747	4.42%	$1.12	$36.88
Visit Alcatraz | Alca Day Tour | Get the.. www.whatspoppin The worse Crimina were imprisoned lil Birdman and Al Ca However even if it	Blog Campaign 2 (Alcatraz)	Alcatraz Blog Post	Search Only	All features	http://www.what...ig tour/	–	19	390	4.87%	$1.33	$25.20
What's Poppin' SF | Dating Ideas whatspoppinsf.net There is so much k the holiday season superficial date ide a lifetime!	Blog Campaign 1	Dating Ideas	Search Only	All features	http://www.what...in about/	–	11	108	10.19%	$1.77	$19.44

4. Screenshots of the Facebook page promotion, the 4 post ads, and their results. E.g.

✔ Completed · Nov 23, 2019 · Created by Myra Hallman   **View Results**

Website Visitors   15,112   545 $10.73
The most awaited healthy Veggie Pizza recipe ...   Reach   Link Clicks   Spent at $5.00 per
                                                                                      day

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✔ Completed · Nov 23, 2019 · Created by Myra Hallman   **View Results**

Website Visitors   10,683   83 $8.22
Check out the healthy small-batch granola ma...   Reach   Link Clicks   Spent at $5.00 per
                                                                                      day

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✔ Completed · Nov 21, 2019 · Created by Myra Hallman   **View Results**

Post Engagements   1,671   562 $2.51
Try these activities in San Francisco to relieve ...   Reach   Post Engagements Spent of $20.00

5. Sample screenshots of the campaigns to get email subscribers.

6. Sample screenshots of the newsletters.

7. Screenshots of the final metrics on MailChimp for all newsletters. E.g.

August, 2017 (1)

New post on ngahodac.com (34)   Sent   28.6%   9.5%
Regular · Nga Ho-Dac website   Opens   Clicks
Sent **Thu, August 3rd 6:29 PM** to 63 recipients

July, 2017 (3)

New post on ngahodac.com (33)   Sent   22.6%   9.7%
Regular · Nga Ho-Dac website   Opens   Clicks
Sent **Thu, July 27th 5:47 PM** to 62 recipients

New post on ngahodac.com (32)   Sent   30.6%   11.3%
Regular · Nga Ho-Dac website   Opens   Clicks
Sent **Sun, July 16th 8:34 AM** to 62 recipients