Required Assignment 9.1:
Evaluate a Brand’s Digital Marketing Strategy

**<Your Name>**

**Suggested time:** 120 minutes

**Assignment Instructions**

In Week 9, Professor Kiran walks you through the steps involved in the successful execution of a digital marketing strategy:

* Defining your target audience and creating audience personas
* Setting campaign objectives
* Identifying and profiling your competitors
* Producing and distributing content
* Launching an effective digital marketing campaign
* Performing post-campaign analysis

In the light of this framework and by applying all that you have learned in the programme so far, evaluate your brand's digital marketing strategy. Alternatively, you could also consider any other brand of your choice or [Zerodha](https://zerodha.com/), an online investment platform, and evaluate its digital marketing strategy.

***Note:****This is a required assignment and counts towards programme completion.*

Consider these questions as you evaluate the brand's strategy. Record your responses in the table provided below.

1. What is the brand’s approach toward its target audience? How did it segment its target audiences and modify its positioning for each segment?

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1. What does the brand want to achieve? What are the campaign objectives? Are the objectives SMART?

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1. What strategies did it use for profiling its competitors?

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1. Analyse the brand’s content marketing strategy and content distribution plan. How did it utilise paid, owned and earned media to achieve its goals across different stages of the digital marketing funnel?

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1. Finally, how did it launch its digital marketing campaign? What steps did the brand take to ensure post-conversion engagement?

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1. What was the digital marketing planning process used by the organisation to develop its digital marketing strategy? Comment on its effectiveness.

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1. What was the campaign's impact? Which metrics and tools did it use to analyse the results of the campaign? Which KPIs did the brand use to track to measure the success of the campaign? What worked and what did not?

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1. Evaluate the digital marketing campaign’s impact on the ROI, profitability and CLV.

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1. Draw conclusions from your evaluation and provide recommendations for improving the digital marketing strategy

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