



**Final Project**

**Note:**

- **This assignment has 5 parts to it**
- **You have to answer each part**
- **Every question will be graded separately**
- **You can present answers to all 5 question through a Doc or PPT converted into a PDF**
- **Please be as detailed as possible to justify your answer at every stage - If you are using any tools for research, please add screenshots / source of the data for clarity**
- **In case if you are submitting drive links or canva links, ensure you give them access to those files in advance to [support@iide.co](mailto:support@iide.co)**

**IKEA** is present in UAE, Singapore, Australia and India. IKEA is now going to launch IKEA Place in the Indian market concerning the current pandemic situation. It wants users to experience their furniture with the AR technology and see whether their choices are matching their requirements.

Here is the video asset: <https://youtu.be/UudV1VdFtuQ> of the IKEA Place which is going to be launched in India and prevails in UAE, Singapore and Australia.

You are appointed as a Digital Marketing Strategist and required to carry out the following tasks:

## Task 1: Buyer Persona and Customer Journey

Identify your ideal target audience and create at least 2 buyer personas based on the video asset.

Consider the following data

- Demographics (Age, Gender, Location etc and include the purchasing capacity)
- Psychographics (likes and dislikes towards things and activities)
- Brand Perception (like a particular type of brands)
- Behavioural traits (travellers, shoppers, impulsive buyers, slow buyers, explorers, loyalists)
- Media consumption (What form of media do they consume and how much)

**Anything else** that you know about your target audience. Details will always be preferable. Out of the personas created recognise the fastest buying consumer and label them as **Primary Target Audience**.

Now, create a **complete customer journey** through all stages of the **AIDA** model. Keep in mind how a customer will maneuver through the stages before finally taking the action which IKEA intends on aiming.

Explain which platforms will be used on which stage and how each of them would be acting as a nudge for the customer to move to the next stage in the model.

## Task 2: Creative Strategy

Since you have already seen the video asset. Coin a hashtag for this campaign applicable to the Indian Market. Make a tagline which could be used both in India and other mentioned countries.

**Note:** The tag line/hashtag needs to stay consistent across all communication that you create through the presentation.

Identify what content bucket the video asset provided falls into. Create a content calendar by categorising your content according to the relevant platforms chosen. **Add reference** content ideas for each entry in the content calendar. The calendar must contain enough content for 14 days.

You can use the clickable link to the template of the [content calendar](#).

Also, include the following self made designs

2 Facebook Posts + 2 Instagram Posts + 2 Instagram Stories + 3 Tweets + 2 Reels + 1 IGTV Video (reference)

Since carousels and listicles are great formats to create a buzz in the audience, suggest 2 topics for listicles attached with a small description, designing them as carousels.

Suggest how IKEA can involve themselves in **topical marketing** and create at least one copy for the same.

The above mentioned creative requirements should be a part of your content bucket and write copies, design your own creatives and let it align with the campaign, #tag and tagline that you are deciding.

These posts should be showcased on the Social Media platform page for reference. Create interesting and catchy copies for the same.

### **To enhance your campaign reach:**

List down **3 - 5 influencers** for your brand.

- **Why did you choose them?**
- What do these **influencers generally talk about?**
- **What exactly do you want them to do for your brand?**
- **Add a sample creative for reference (as to what output are you expecting from the influencer)**

You have a budget of Rs. 12,00,000 per country to choose your influencers. Please contact those influencers and find out their commercials.

### **Video Marketing**

Find relevant content distribution channels or platforms where your [video](#)/bytes of this video can be placed for wider reach.

Create ads on relevant platforms to amplify the [video](#) campaign

- Define the targeting (capture screenshots for the same), potential audience and a relevant budget for the desired target audience
- Make a cover image for the [video](#) with complementing copies, with CTAs to drive up the downloads for the app
- You can utilise snippets of the [video](#) asset to create a video ad for the platforms you have chosen for the campaign

PS. Video based platforms have multiple video formats (skippable, non skippable, pre-rolls, bumper ads, 5-second, 30-seconds, etc). Be careful enough to choose the relevant ad format and the above task is accomplished in optimum time.

### Task 3: Performance Marketing

Create Ads for various Social Media Platforms (Instagram, Twitter, LinkedIn, Facebook, YouTube)

- Define what your objectives would be
- Give proof of Audience Potential (Most important screenshot). Give 1 example of each type mentioned above.
- Give proof of Budget and Bid.
- Support your ads with good creatives

Make 2 such sample ads on any of these platforms.

PS. This task is not a replica of Video Marketing in Task 1.

Create Google Search + Display Ads. Give **at least 2 samples each**.

**Which keywords have been chosen for the search ads? Why (support with stats)?**

Make **quality landing pages which can help you with engaging the user as well as driving conversions**. Name, Number and Email Id is a must for landing pages. Make sure your landing page talks to the audience that will come to the page based on the ad.

Make an **email marketing campaign**.

- This email should have a minimum of 5 sample emails.
- The end goal of the email is **Download**(This doesn't mean all emails have to be download driven. They could be engaging as well)
- How will you increase the traffic to your app/play store?
- What emails will be sent to them (Email subject lines)? Need 2 points explaining what will be in the email?

## Media Planning

Create a **media plan** for the brand. Allocate your budget and **split the budget** into mediums and channels that you think will get your returns. (Do not forget to allocate a part of the budget for remarketing)

Your budget can be 25,00,000 for all the targeted countries and the campaign can last for a maximum of 28 days.

Estimate the impact of your media plan in terms of impressions or clicks or conversions. Create a budget/impact sheet for the same.

Explore 3rd party Apps or Networks that can widen your reach.

Design 1 Ad each for **remarketing** purposes on Social Media Platforms and Google Ads based platforms respectively.

## Task 4: Search Engine and App/Play Store Optimisation

### Search engine optimization (Website)

Share a detailed SEO audit report of the following page

<https://www.ikea.com/au/en/customer-service/mobile-apps/say-hej-to-ikea-place-pub1f8af050>

The report must comprise an audit of the following parameters

- Focus Keyword
- Meta Tags
- Header Tags
- Anchor Text
- URL
- Image Tags
- Page Weight
- Mobile Friendliness of this page

You can do this audit manually, or choose any tool of your choice.

Make suggestions on how the page can be made better.

- Research and shortlist **keywords** the website should aim to come first on Google for.
- What kind of **backlinks** should they look to earn?
- What other **SEO checks and features** would you leverage. Eg. **AMP pages, Page Speed?**

PS: Free tools besides Google Keyword Planner like Moz, Backlinko, Kissmetrics, SEOoptimizer, Semrush can be used for the same. you could cover the content to be included, website speed, backlinks relevant for your campaign.

Choose any 8 domains from which IKEA shall earn their backlinks

- Relevance of Domain to IKEA as a brand and AI App as a category
- If they provide dofollow backlinks
- Their approx traffic
- Their site speed
- Their DA
- Any other parameter of relevance

### **App Store Optimisation (App based)**

Since IKEA has the app on which this feature is to be launched, give recommendations to ensure the campaign seamlessly fits into it.

- Carefully choose your keywords
- Create a short keyword-rich description for ASO
- Explain of your **ASO strategy** too

Since **Quora** is a great source of earning legitimate backlinks, identify **at least 8 questions** which can be answered in order to earn backlinks to back up the SEO strategy. If you **are unable to identify** questions on Quora itself, **create a list of questions** that could be asked on Quora, answered by IKEA to gain legitimate backlinks, improving SEO.



### **Task 5: Innovation, Quality of Presentation and Ideation**

Any other innovation which extends to Digital and helps make your campaign truly 360 degree

This will earn you extra points. You can go beyond what you have learnt in class and put in some out of the box ideas or innovative ideas to help make more sales.

PS: You can integrate an online-offline campaign. Connecting TV ads/ Print Ads with digital marketing strategy.

A talking billboard or a print ad with a CTA that links back to a digital platform.

You do not need to include the cost of developing this innovation, however, ensure it is a practical investment and would only help meet your campaign objective.

GoodLuck :)