

Digital Marketing Assignment 2

- Group Assignment
- PowerPoint Presentation Submission
- To be saved as PDF file when uploading
- Total No. of Slides = 30 [including Title and References/Sources]
- Title slide must include every student's name, Roll No. and Division.
- Marks = 20 [or as announced in class]
- Group Members = Max 6, Min 4
- Deadline = 27th January 2024

In the 1st assignment, you had been selected as a group of digital marketing consultants for a leading startup called Wickers - a furniture brand based in India. They were given a budget for the same annually at 4 Lakhs for creating a website presence. Now they have received a budget of 20 Lakh INR for marketing is required in the following areas. Prepare a presentation that has the following:

- Website creation options and URL (via WordPress /Wix/ etc.)
- Backlinks and its importance and application
- UI / UX importance on website
- Blogging and catalogue options
- Geographical target audience based on Google Trends or similar data
- Display advertising choices
- Search Engine Marketing Choices
- SEO ranking report (SEOquake or any other analytical tool)
- Keywords recommended
- FB marketing with screenshots
- YouTube Channel with information
- Instagram marketing with screenshots
- LinkedIn Profile
- X (Twitter Profile)
- Other creative marketing options
- A mock invoice with break-up of costs and services planned
- A detailed calendar with digital marketing activities for 6 months (milestones)

**This assignment does NOT require students to subscribe any kind of paid service including Web Design or Social Media Marketing. Organic Results are only recommended.*

- Usage of AI / ChatGPT must be limited and its reference to be given at the end
- Use screenshots where necessary
- You are encouraged to use Canva or any other design software to show illustrations
- Costs can be approximate
- Calculate your final prices after including profit margins
- As a consultant provide 2-3 options for each section.
- Do not exceed no. of slides or else you will be penalized
- Space has to be used wisely