



ASSESSOR GUIDE

BSBMKG422

Conduct e-marketing communications

Assessment 4 of 4

Project



Assessment Instructions

Assessment overview

This assessment consists of one [1] task.

Task 1: Evaluate the use of e-marketing

In this task, you must read and interpret the analytical data from the campaign report, evaluate the results against the measures of effectiveness and identify an error in the transmissions of the communication. You will also have to implement a rectification to improve future communications.

Additional resources and supporting documents

To complete this assessment, you will need:

- ***BSBMKG422_04_E-marketing_Transmissions***
- ***BSBMKG422_02_Eden_E-Marketing_Plan***
- ***BSBMKG422_02_Digital_Media_Policy_and_Procedure***
- ***BSBMKG422_04_Evaluation_and_Improvement_Plan***



Assessment Information

Submission

You are entitled to three [3] attempts to complete this assessment satisfactorily. Incomplete assessments will not be marked and will count as one of your three attempts.

All questions must be responded to correctly to be assessed as satisfactory for this assessment.

Answers must be typed into the space provided and submitted electronically via the LMS. Hand-written assessments will not be accepted unless previously arranged with your assessor.

Reasonable adjustment

Students may request a reasonable adjustment for assessment tasks.

Reasonable adjustment usually involves varying:

- the processes for conducting the assessment [e.g. allowing additional time]
- the evidence gathering techniques [e.g. oral rather than written questioning, use of a scribe, modifications to equipment]

However, the evidence collected must allow the student to demonstrate all requirements of the unit.

Refer to the Student Handbook or contact your Trainer for further information.



Please consider the environment before printing this assessment.

Task 1- Evaluate the use of e-marketing

To begin this task, read the following scenario and email. Complete the instructions that follow.

Scenario

Digital Marketing Solutions (DMS) is a company that focuses on assisting businesses in e-marketing advertising across multiple e-marketing media.

Alexander Burns is a Digital Marketing Specialist, reporting directly to Claudia Taie, the Digital and Growth Marketing Manager. Alexander's role is to support DMS' marketing objectives by implementing key digital marketing activities across several media communications. Often, Alexander will need to work closely with management and external stakeholders to achieve e-marketing advertising objectives for DMS customers.

Recently, Eden, a start-up business, approached DMS to help with its e-marketing advertising. Eden is a Beauty Salon that specialises in relaxing, customised beauty services. Eden has been successful in growing its business solely by word of mouth. However, they have recently noticed that most of their clientele mainly book in for their hair removal services.

Eden highly prides itself on their skin treatments and skin products to see real results. It also relies on the sale of these products to increase profits. Unfortunately, skin care treatments are rarely booked in, and products are expiring on shelves, so Eden has decided that some efforts in marketing advertising will draw attention to the range of facials they offer as well as the skincare kits that help maintain the health of clients' skin in between treatments.

Brett Mundine, the owner of Eden, attempted to run his own social media page, email existing customers, run an SME campaign to help land people on their webpage and hand out pamphlets at a nearby train station for those commuting to work in the morning. Brett did this on his own accord to try and promote Eden's facial treatments and products, however, there were zero bites on his attempt. This is why he has decided to approach DMS for some expert help.

Claudia and Brett developed the e-marketing plan and strategy. Claudia has assigned Alexander as the Digital Marketing Specialist to work on this project for Eden.

So far, Alexander has planned the e-advertisement and drafted up the communications and presented them to Claudia and Brett. They were pleased with what was presented, and the communications have since been launched. They are looking forward to seeing if the planned e-marketing communications have been effective and achieved the expected results for Eden.

Claudia will email Alexander to provide further instructions post-launch to complete the planned calendar in the e-marketing plan.

Email

To:	Alexander.burns@dms.com.au
From:	Claudia.taie@dms.com.au
Date:	Wednesday 28 th September
Subject:	Monitor and evaluate transmissions of e-advertisements

Dear Alexander,

I hope you have been well. It has been a busy past few weeks planning and implementing the e-marketing communications for Eden.

Brett and I have retrieved the campaign report from the transmissions. We would like it if you could please observe and check the data. Evaluate their effectiveness by measuring them up against the measures of effectiveness noted in the e-marketing plan.

To complete this task, please be sure you have access to the following document.

- **BSBMKG422_04_E-marketing_Transmissions** [attached]
- **BSBMKG422_02_Eden_E-Marketing_Plan** [attached]
- **BSBMKG422_02_Digital_Media_Policy_and_Procedure** [attached]

After reading the above, complete the following document to record your evaluation of transmissions and plans for improvements to the e-marketing strategy.

- **BSBMKG422_04_Evaluation_and_Improvement_Plan** [attached]

Email the completed Evaluation and Improvement Plan back to me in exactly one week's time, so I can present this to Brett and plan for future e-marketing communications.

Your E-marketing Evaluation and Improvement Plan must:

- measure the effectiveness of transmission
- identify any errors in the transmissions and how it is to be rectified
- report on how the e-marketing strategy (recorded within the e-marketing plan) can improve for future implementation.

Kind Regards,

Claudia Taie

Digital and Growth Marketing Manager

5 Cope St Melbourne, VIC 3000

Phone: 1234 5678



For this task, you will assume the role of Alexander Burns and follow the instructions given to you by Claudia Taie.

Access the attached documents of Claudia's email to help you evaluate and improve the e-marketing communications that were implemented. Use the **BSBMKG422_04_Evaluation_and_Improvement_Plan** to record the outcomes.

Complete the **BSBMKG422_04_Evaluation_and_Improvement_Plan** addressing the sections outlined below.

Your Evaluation and Improvement Plan must include the following:

- 1.1 Observe the transmissions of both e-advertisements and measure the effectiveness by documenting the goals and the campaign results.
- 1.2 Using the measures of effectiveness as a guide, identify the error in the e-advertisement transmission. Explain in your own words what the error was and its impact on the campaign. (10-20 words)
- 1.3 Review the e-marketing strategy and suggest and implement your improvement to rectify this issue for future e-communications for Eden. You must include:
 - a) The current e-marketing strategy
 - b) An amended e-marketing strategy to improve communications
 - c) Explain in your own words why your rectification will improve communications. (80-90 words)

SUT:

BSBMKG442 Conduct e-marketing communications

In addition to the completion of the **BSBMKG422_04_Evaluation_and_Improvement_Plan**, complete the final point below before submitting this task.


- 1.4 Using the following email template, write a short email to Claudia (50-60 words). Advise in the email that the **BSBMKG422_04_Evaluation_and_Improvement_Plan** is completed and attached. Be sure to use correct spelling, language, and terminology.

For task submission, complete the following template with your email response and submit:

- this assessment document. **[BSBMKG422_04_Project]**
- the completed **BSBMKG422_04_Evaluation_and_Improvement_Plan**

Please note: Save the **BSBMKG422_04_Evaluation_and_Improvement_Plan** under the following naming conventions before submitting.

- **yy_mm_dd_yourname_BSBMKG422_04_Evaluation_and_Improvement_Plan**

Email	
To:	<i>[insert recipient email]</i>
From:	<i>[insert your email]</i>
Date/time:	<i>[insert date]</i>
Subject:	<i>RE: [Insert reply subject]</i>
<i>[Insert reply]</i>	
<i>[Insert job title]</i> 5 Cope St Melbourne, VIC 3000 Phone: 1234 5678	
	

Assessor instructions:

Purpose of the Task

The student must demonstrate their ability to:

- Observe the transmission of e-advertisement after its launch and rectify identified errors
- Evaluate e-marketing advertisements against measures of effectiveness and record outcomes into DMS' Evaluation and Improvement Plan.
- Plan for improvements to e-marketing strategies

Guidance to Assessors About this Task

Students must access the attached documents of Claudia's email to help you evaluate and improve the e-marketing communications that were implemented. Student's must record the outcomes in the **BSBMKG422_04_Evaluation_and_Improvement_Plan**.

Please note: The student must save their completed template under the following naming convention before submitting it.

- *yy_mm_dd_yourname_BSBMKG422_04_Evaluation_and_Improvement_Plan*

All responses must address the following:

- 1.1 Observe the transmissions of both e-advertisements and measure the effectiveness by documenting the goals and the campaign results.

Assessor Instructions

The student's response must correspond to the exemplar answers provided below. They must interpret the textual information from the *BSBMKG422_04_E-marketing_Transmissions* and record the goals and results as shown below:

Email

Measure	Goals	Results
Opened	815 (15%)	300
Clicked	98 (1.8%)	47
Bounced	0	500
Unsubscribed	21 (0.4%)	11

Landing page

Measure	Goals	Results
Visits	200	115
Unique visits	98	47
Clicks	450	250

- 1.2 Using the measures of effectiveness as a guide, identify the error in the e-advertisement transmission. Explain in your own words what the error was and its impact on the campaign. (10-20 words)

Assessor Instructions

The student's response must correspond to the exemplar answers provided below. The student must identify the error of *bounced emails* impacting the transmissions has resulted in fewer recipients than planned for, and therefore, less chance of meeting the measures of effectiveness.

Transmission error and its impact on campaign
<i>500 emails bounced. Therefore, fewer clients received the email/e-newsletter which impacted the overall results of the campaign.</i>

- 1.3 Review the e-marketing strategy and suggest and implement your improvement to rectify this issue for future e-communications for Eden. You must include:
 - a) The current e-marketing strategy
 - b) An amended e-marketing strategy to improve communications
 - c) Explain in your own words why your rectification will improve communications. (80-90 words)

Assessor Instructions

The student's response for:

SUT:

- a) must correspond to the exemplar answer provided below- which is extracted directly from Eden’s e-marketing plan.
- b) must correspond with the benchmark answer below- students must demonstrate how they would solve the problem of bounced emails by implementing a new and improved strategy that
- i. removes inactive emails
 - ii. adds new email recipients
- to meet the business goals and objectives.
- c) must correspond with the benchmark answer provided below that demonstrates an understanding of the error of bounced emails, and how their improved and rectified strategy will meet business goals and objectives with the removal of inactive emails and the addition of new recipients. Answers may vary but must align with the student’s response in Task 1: **1.3 b)**

a) Current E-marketing Strategy	b) Amended E-marketing Strategy to Improve communications
Product	
<ul style="list-style-type: none"> • Increase awareness of skin treatments and products via e-advertising- digital media channels; e-mail/e-newsletter and website. 	<ul style="list-style-type: none"> • Increase awareness of skin treatments and products via e-advertising- digital media channels; e-mail/e-newsletter and website.
<ul style="list-style-type: none"> • Offer customised packages which include skin treatments and products. 	<ul style="list-style-type: none"> • Offer customised packages which include skin treatments and products.
Price	
<ul style="list-style-type: none"> • Set competitive prices for existing services and products. 	<ul style="list-style-type: none"> • Set competitive prices for existing services and products.
<ul style="list-style-type: none"> • Test prices to existing clients. 	<ul style="list-style-type: none"> • Test prices to existing and new clients.
Promotion	
<ul style="list-style-type: none"> • Set up a sale to promote skin treatments and product sales. 	<ul style="list-style-type: none"> • Set up a sale to promote skin treatments and product sales. • Set up a sale to refer a friend to sign-up and grow clientele. • Set up a sale for two facials if both existing and new client book in for a skin treatment service.
Place	
<ul style="list-style-type: none"> • Eden gained many emails in the first 5 months of opening their salon. They want to use this existing customer database to set up an e-newsletter, to email out to the customers promoting skin treatment services and products. The e-mail will link to a specialised landing page. 	<ul style="list-style-type: none"> • Clean up the email list by removing any misspelt, or inactive emails. • Set up-e-newsletter/email to promote skin treatment services and products. The email will link to a specialised landing page.
<ul style="list-style-type: none"> • Set up a landing page for new and existing customers emphasising skin treatments and products with visible booking and purchasing buttons. 	<ul style="list-style-type: none"> • Set up landing page for new existing customers emphasising skin treatments and products with visible booking and purchasing buttons.
c) Why your rectification will improve the communications (80-90 words)	
<p>Due to having 500 emails bounce back, it is important to clean up the email list, only keeping those emails that were active. However, since there are fewer recipients, it will be a good idea to increase clients and subscribers by offering a new promotion to existing clients where they sign up or book in with a friend. This will help meet Eden’s goals and objectives. Increasing growth of the business, awareness of services and products, profits, growth of business and increased website traffic.</p>	

1.4 Using the following email template, write an email response to Claudia [50-60 words].


SUT:

Assessor instructions

The student must write an email to Claudia that includes the following:

- advise that the BSBMKG422_04_Evaluation_and_Improvement_Plan is completed and attached.
- The use of correct spelling, language, and terminology.

Sample answer below:

Email	
To:	Claudia.taie@dms.com.au
From:	Alexander.burns@dms.com.au
Date/time:	Wednesday 5 th of October
Subject:	RE: Monitor and evaluate transmissions of e-advertisements
<p>Hello Claudia, I hope this email finds you well.</p> <p>I have reviewed the documentation you provided along with the campaign report for the email and landing page. I have evaluated it and recorded plans for rectifying areas and improving future communications for Eden. Please see the following completed document.</p> <ul style="list-style-type: none">▪ yy_mm_dd_yourname_BSBMKG422_04_Evaluation_and_Improvement_Plan (attached) <p>Alexander Burns Digital Marketing Specialist 5 Cope St Melbourne, VIC 3000 Phone: 1234 5678</p>	
	

Assessment checklist:

Students must have completed all tasks within this assessment before submitting. This includes:

Task 1- Evaluate the use of e-marketing		
1	Documented the current measures of effectiveness and the results of the campaign	<input type="checkbox"/>
2	Identified the error with the campaign	<input type="checkbox"/>
3	Documented the current e-marketing strategy, and a rectified and improved e-marketing strategy. Explained why the rectified e-marketing strategy will improve the communications	<input type="checkbox"/>
4	Written an email response to Claudia using the template provided and attached the BSBMKG422_04_Evaluation_and_Improvement_Plan.	<input type="checkbox"/>
[Submit this assessment with the completed email response]		



Congratulations you have reached the end of Assessment 4!

© UP Education Australia Pty Ltd 2021

Except as permitted by the copyright law applicable to you, you may not reproduce or communicate any of the content on this website, including files downloadable from this website, without the permission of the copyright owner.