



ASSESSOR GUIDE

BSBMKG433

Undertake marketing activities

Assessment 3 of 4

Action and Monitoring Plan Template



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EDUCATION

Project plan:

Harness Google ads to build relationships with business decision-makers and potential marketing referral partners

Project Duration: 1 January to 31 July

Project Budget: \$25,000.00

Project Actions					
1.1 Four [4] Action steps	1.1 Due date	1.1 Budget	1.1 Staff member allocated to the task	1.2 a) How will you monitor the staff members' progress to ensure it is tracking on time	1.2 b) How will the allocated staff member be supported during the implementation of their task?
<i>Identify keywords [i.e., positive and negative keywords]</i>	<i>15 /11</i>	<i>\$0.00</i>	<i>Adrian Russo, Marketing Strategist</i>	<i>Check progress of identifying keywords with Adrian 1 November to ensure he is on track</i>	<i>Ensure he has adequate time for the task by reallocating other responsibilities</i>
<i>Source external copywriting and web designer to support the development of landing pages and copy for all ads, ensuring it is tailored to types of campaigns and ad groups</i>	<i>15/12</i>	<i>\$2,500.00</i>	<i>Sally Pierce to source copywriters and web designers</i>	<i>Evaluate first drafts 15 December, finalise by 22 December. Ensure they will fit ad requirements.</i>	<i>Provide recommendations for copywriters and/or web designers Sally may wish to approach.</i>
<i>Set up Google ads and schedule them to commence on 1 January</i>	<i>31/12</i>	<i>\$15,000.00</i>	<i>Adrian Russo, Marketing Strategist</i>	<i>Ads once created need to be checked to ensure start and end dates have been set up correctly, for the correct budget amounts to have been set, and finally for enough ad variations to have been created. Ads and what happens after clicking needs to be tested to ensure it is all working smoothly, finally, in the Google ads editor, different ad types need to have been set up, these include video ads, search ads, and</i>	<i>Help Adrian with monitoring inbox and providing timely responses to any enquiries received.</i>

				<i>display ads. This will make sure that the process runs smoothly and to timelines.</i>	
<i>Review performance of Google ads after 1st month and add additional advertising spend to keywords performing well</i>	<i>1 February</i>	<i>\$7,500.00</i>	<i>Adrian Russo, Marketing Strategist</i>	<i>Setup conversion tracking in the Google ad campaign to ensure success is measured. Directly in the Google ad editor interface you can compare all ads and the conversion rate, based on results, some ads may need to be updated, paused, enhanced or the bidding increased. Monitoring of the implemented task to quickly action any updates needed will make sure it is running smoothly and achieving results within the deadlines.</i>	<i>Assist Adrian in analysing advertisement performance.</i>

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