

Group Project (Digital Marketing Strategy) Rubric

150 Points (120 Written, 30 Presentation)

For the [Written Portion](#), I expect 3 sections: **1) Evaluation, 2) Improvement, and 3) Letter to CMO.**

150 Points Total (120 Written, 30 Presentation)	Excellent
<p>Evaluation of Current Digital Marketing Strategy</p> <p>(50pts)</p>	<p>Evaluates in detail the current digital marketing strategy using concepts covered in class.</p> <ul style="list-style-type: none"> • Are they effectively using Social Media, E-Mail Marketing, and/or other digital platforms? • Are they effectively using SEO/SEM? Are they using/ranking high on the keywords you would suggest? • Is their website effective? What is positive or negative about their website design? Is it mobile optimized? Does it match their target market?
<p>Improvement of Digital Marketing Strategy</p> <p>(50pts)</p>	<p>Uses digital marketing concepts covered in class to improve upon current strategy.</p> <ul style="list-style-type: none"> • How would you improve upon their SEO/SEM? • How would you improve their use of Social Media, E-Mail Marketing, and/or other digital platforms? • How would you improve their website? Start with a list of Pros and Cons and suggest improvements from there. • Suggest SMART Goals for testing your strategy • Suggestions for measuring these goals (Analytics)
<p>Letter to CMO: Delivery of New Digital Marketing Strategy (as if writing to a CMO)</p> <p>(20pts)</p>	<p>Effectively presents the new digital marketing strategy, linking current strategies to new ones and explains, in detail, why the new strategy will be more effective.</p> <ul style="list-style-type: none"> • This section is distinct from the evaluation and improvement sections. It is a short letter written to a Chief Marketing Officer with the purpose of explaining why and how our digital marketing strategy needs to be improved. • Think of the first two sections as “supporting information” for this section.

**150 Points Total (120
Written, 30 Presentation)**

Excellent

**Presentation
(Not Part of Written)
(30pts)**

- Effectively presents their evaluation of the digital marketing strategy.
- Shows examples of how they would improve upon the digital marketing of their company/organization.
- Convinces the audience that they did an excellent job of improving the digital marketing strategy for their company/organization.