

Wks 9-10: COIN 72 Project Review


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Author
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03/05/2012 12:34:25 AM

Subject: Wks 9-10: COIN 72 Project Review

Mimi Will

PROJECT REVIEW GRADING CHECKLIST

Messages: 107

Location: Bay Area

At Midterm time, most of you have proposed some e-marketing activity to be done at your Website and have been moving towards implementing it and gathering statistics on how it worked, what the results were, what you learned, etc.

To help us **prepare our Web Mktg Projects (2,000 word paper, due Tues 3/20, 2,000 words + 500 word Exec Summary posted in Discussions)**, here's a **checklist from MODULES/Project** as a guide. Your finished product will be a REPORT/PAPER and DISCUSSIONS POSTING (**Exec Summary** with Q for discussion and Q&A with Classmates).

An **Exec Summary** of your plan is a 1-page focused description of your e-biz/Web Marketing initiative (condensed from the multipage e-biz plan mentioned above), stating the mission of the organization you are working for, the target industry you are in, the unique value you will provide, and your product sales or other goals. Describe what your marketing and sales strategy will be, and how you plan to accomplish those goals, including funds/resources (use a spreadsheet summary), and general approach to tactics/techniques/tools.

You need to have developed a marketing campaign to achieve a particular goal. This will consist of a description of goals, strategies, and processes and a time line for what will be accomplished each week for the next 3 months from now and beyond. The metrics (measurable outcomes/statistics gathered on success/flops) used in these programs can be sales oriented, market share focused, or donations if you are a non-profit organization -- these are hard numbers that are countable (not just the amount of traffic your website is receiving) that show your business goals, and numerically, how your marketing and sales plan will get you there.

Your project will be around 2,000 words showing what you learned/applied during this course, and how you plan to continue with your Web marketing after the class is over. Suggest using Word, 1-1/2 spacing, Times New Roman 12-point. Have a centered TITLE for your report, have subheadings on each page, number pages.

How much is 2,000 words? Use **Word Count** in Word/Tools. This whole posting is 1 page single spaced, 500 words.

Structure of the paper may follow Option B in Modules/Project:

Generic Web Marketing Implementation Plan

1. **Cover page** (ID, labeling, purpose of report, T of Contents/page)
2. **Intro** (firm and its function, selling what product/service?)
3. **Objectives of your marketing**/what kind of particular mktg campaign? what will you use/why?
4. **Outsourcing** parts of the marketing/what you will do yourself
5. **Examples** of marketing campaigns/similar efforts **by competitors**
6. Show how you would **manage the mktg project** (targets, tasks, dates, expenses, the unexpected, etc.)
7. **Staffing** the EC Web Marketing initiative (who will do what when? If it's just you, make a personal time-line of your tasks and your backups)
8. **Post-implementation audit** (how will you know if you've succeeded? how measure results?)
9. **Exec Summary/recap of your Project highlights** at the end (this is what you will post in Discussions/Projects during Wk 11).
10. **Appendix** (Optional: additional materials, such as sample Website screen shots, marketing materials, etc., not part of the 2,000 words).

Your Questions and Comments are welcome here, Post Reply!



03/09/2012 10:03:15 PM

Subject: Re:Wks 9-10: COIN 72 Project Review



Ashley Eisele



I'm glad you posted this. It's great reminder and condensation of info about the web marketing project.

Having a 'rubric' and a set of guiding questions and the web marketing generic plan give a useful structure.

Much appreciated.

Last edited: 03/09/2012
10:27:43 PM
Messages: 18



03/11/2012 01:15:26 AM

Subject: Re:Wks 9-10: COIN 72 Project Review



Michael Hanna

Messages: 48

One thing I'd like to get a better feel for is the perspective we are supposed to take on the project. There is a big difference between what I would do as a full-time marketing employee of a large company versus what I would do as a sole proprietor running my own Web site.

If I were a full-time pro, I might want to try most of the techniques in the book. But as a sole proprietor, I would ignore large swathes of the marketing landscape since

- a. I don't have time to do it all
- b. Some of it could be a big waste of time (.e.g., running a wide-ranging social media campaign)

How do you prefer us to approach this? While I certainly have some feel for what techniques most appeal to me, since I have never run a marketing campaign of any kind, I am still trying to wrap my head around the idea of how to create a marketing campaign as some kind of coherent whole.



03/11/2012 10:43:51 AM

Subject: Re:Wks 9-10: COIN 72 Project Review



Mimi Will

Last edited: 03/11/2012
10:46:29 AM
Messages: 107
Location: Bay Area

Michael and All --

Keep things simple and small scale.

Your report is based on what you started out with for your idea in this class:

1. Assume you are either a small-biz entrepreneur, or working with a friend on their website (which may also be a 1-person business and/or may have been in business already), or are learning about/applying relevant tools to your job in marketing for a company (big or small), or you want to describe an initiative for your favorite non-profit org, etc. **One needs to have a pivotal focus from which to start, otherwise there's just too much because our class gives you a wide array of alternatives.**
2. Once you've defined #1, **decide if you are focusing on a marketing campaign** that you have tried over the past 2 months, or are already in the middle of, or will be doing 'just as soon as the class is over' (for folks who are taking this for enrichment learning and not for the EC/Web Biz certificate). Have a particular e-biz in mind (whether it is your own, your friend's, your company at work, etc.). This is important because you need to make relevant statements based on facts (i.e., time frame, demographics, costs, reasons why particular e-marketing tools will work, etc.) in your paper.

A marketing campaign is something that is a thought-out, planned for project. For example, an e-mail campaign to X for the purpose of Y during the time frame Z. Describe the project, include Gantt chart, etc.

Unlike the weekly HW, the project is not just a summary of what the book (or websites) says, it is as real as you can get it. PM me if you don't have a focus and I'll pepper you with brainstorming questions so you can get a clearer picture! 😊

In your case, Michael, tie in your Marketing Project with the COIN 58 EC Website Project you are creating. About half our class has described a particular website or blog they have put up or are putting up and are focused on that framework to write up a marketing campaign/initiative/project.

-- Everybody, does this help? What else? Marketers take initiative, right?



03/12/2012 12:44:04 AM

Subject: Re:Wks 9-10: COIN 72 Project Review



Michael Hanna

Messages: 48

Thanks for the clarifications. I was intending to do my report based on my COIN 58 project, but since that is an individual effort (and would be done as a sole proprietor if it ever turns into a real project), my marketing campaign is likely to be pretty limited. I'm mainly concerned that I might not include enough activities as a result.



03/12/2012 09:35:52 AM

Subject: Re:Wks 9-10: COIN 72 Project Review



Mimi Will

Messages: 107

Location: Bay Area

Not to worry, Michael, since you are in both the 58 and 72 classes and they overlap! 👍



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