

Wk 9: Web Mktg Project Report


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COIN 72: PROJECT REVIEW GRADING CHECKLIST

Last edited: 03/04/2012
 05:03:10 PM
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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.

Our **Web Mktg Projects** = **2,000 word paper, due Tues 3/20 + 500 word Exec Summary posted in Discussions**. **Late work loses 10 percent credit daily**, per Syllabus.

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 for your website, a friend's, or an organization you are working with/for. 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 the '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:** Use 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 500 words, 1 page single-spaced**)

The structure of the report may **follow Option B in Modules/Project: Generic Web Marketing Implementation Plan**, summarized here:

1. **Cover page** (ID, labeling, purpose of report)
2. **Intro** (firm and its function, selling what?)
3. **Objectives of your marketing**/a particular mktg campaign
4. **Outsourcing** parts of the marketing/what you will do yourself
5. **Examples of similar/related marketing campaigns**, similar efforts by competitors
6. Show **how you would manage** the marketing 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?)
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!** Includes additional materials, such as sample Website screen shots, marketing materials, etc., not part of the 2,000 words).

Your questions/comments here are welcome – Post Reply


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