

Assessment 1-Module: TEM405

DIGITAL MARKETING



Title: **INDIVIDUAL DIGITAL MARKETING CAMPAIGN**

Student Name:	
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STUDENT DECLARATION PAGE

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Slide Heading	Slide Number
Campaign Title and Theme	5,6
Campaign Overview	7,8
SWOT Analysis - Facebook	9
SWOT Analysis - YouTube	10
SWOT Analysis - TikTok	11
SWOT Analysis - Snapchat	12
PESTLE Analysis on Digital Landscape	13
SWOT and PESTLE Summaries	14
Opportunities and Challenges	15
Campaign Goals and KPIs	16,17,18
Digital Tools Used	19
Assess Digital Channels Used (Social Media)	20
Assess Digital Channels Used (SEO and PPC)	21
Campaign Timeline	22,23
Evaluate Performance Data	24,25
Evaluate Results vs. KPIs	26,27
Campaign Digital Budget	28
Lessons Learned	29,30
Next Steps and Conclusion	31,32
References	34

TABLE OF CONTENTS:

CAMPAIGN TITLE/THEME:

- **Focus:** Campaign targets Caviar & Chips' luxury catering facilities.
- **Theme:** Emphasizes “Sustainable Luxury Catering” to appeal to eco-conscious consumers.
- **Goal:** Position Caviar & Chips as a leader in sustainable luxury event catering.
- **Approach:** Showcase unique offerings and commitment to sustainability.
- **Platform:** Utilize influential digital networks for campaign visibility.



CAMPAIGN TITLE:
Sustainable
Elegance: Your
Luxury Catering
Partner for
Summer 2025
[1 Apr 2025- Jun
30, 2025]

Campaign Duration: April 1, 2025, to June 30, 2025.

Timing: Aligns with the high wedding planning season.

Goal: Maximize engagement during critical decision-making for summer events.

Strategy: Utilize timely advertising and proactive digital content.

Focus: Enhance brand loyalty and align with market needs (Pellegrino, 2024).

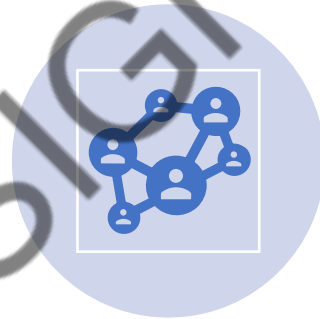
Campaign Overview



Campaign Goal: Increase online presence and generate 20% more leads.



Focus: Build a dynamic digital presence through customized social media and SEO.



Objectives: Showcase award-winning facilities, promote sustainability, expand the client network.



Strategy: Develop content-action plans for enhanced engagement Celestin (2024).

Campaign Overview

Target Audience: UK-based experts, couples aged 30-45, planning weddings.

Consumer Characteristics: Eco-conscious, values customized luxury catering.

Behavior: Active on social media, responsive to visuals and engaging content.

Geography: Focus on urban areas with high wedding planning activity Hall & Tewdwr-Jones (2019).

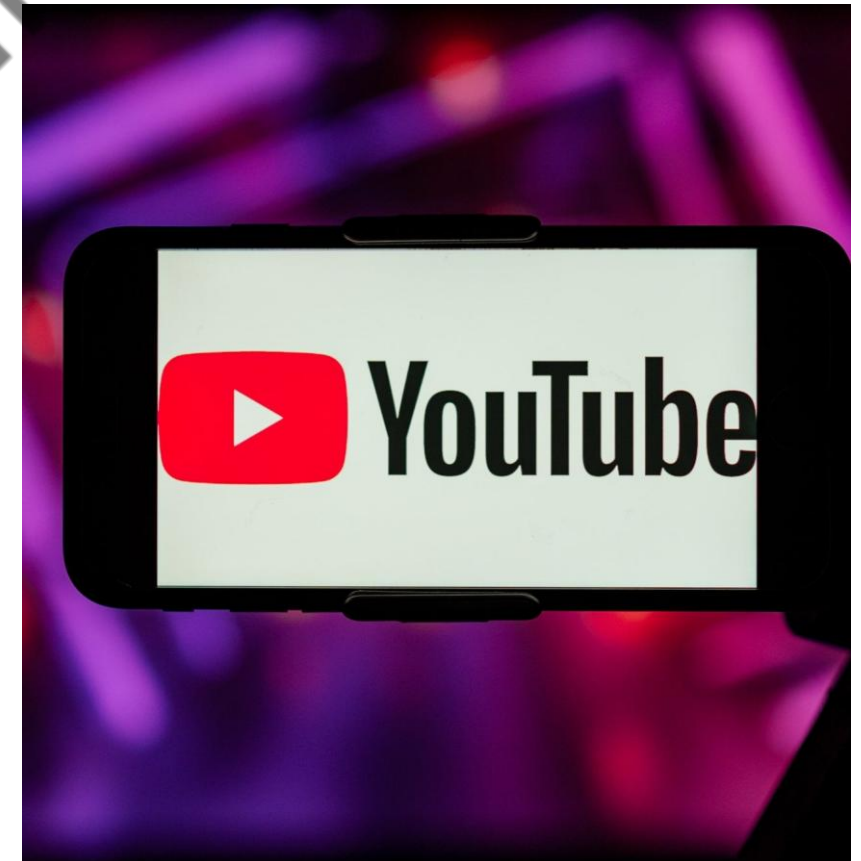
SWOT ANALYSIS - FACEBOOK

- **Strengths:** Facebook boasts a vast user base of 2.98 billion monthly active users, offering significant reach (Statista, 2025). It provides advanced audience segmentation and in-depth analytics to measure campaign effectiveness.
- **Weaknesses:** Declining engagement, especially among younger users, and limited organic reach due to frequent algorithm changes (Jeleskovic & Wan, 2024). Privacy concerns and data scandals have also eroded user trust.
- **Opportunities:** Facebook can expand into emerging markets and introduce innovative ad formats like AR/VR.
- **Threats:** The platform faces intense competition from other social media, the increasing use of ad-blocking technologies, and stricter privacy regulations like GDPR and CCPA.



SWOT ANALYSIS - YOUTUBE

- **Strengths:** YouTube reaches over 2 billion logged-in users (Mowat, 2021), making it ideal for publishing highly engaging video content. Advertisers can target users effectively, and videos can appear in Google search results, providing businesses with additional organic exposure.
- **Weaknesses:** High competition from numerous creators and widespread use of ad-blocking software, which reduces the effectiveness of paid campaigns. Additionally, creating valuable video content requires a significant investment of time, resources, and equipment.
- **Opportunities:** The growth of video content presents opportunities for YouTube to partner with influencers to reach niche audiences (Jordan, 2024).
- **Threats:** YouTube faces increased competition from platforms like TikTok and Instagram, as well as heightened scrutiny and regulatory issues related to data privacy.



SWOT ANALYSIS TIKTOK

- **Strengths:** TikTok has experienced rapid growth, with over 4.6 billion users in 2022 (Statista, 2025). Its algorithm promotes organic engagement, and short-form video content is highly effective for capturing attention in a short amount of time. User-generated content enhances authenticity and drives engagement.
- **Weaknesses:** TikTok primarily attracts a younger audience, especially Gen Z and Millennials. Privacy concerns and data security issues have been raised, which may impact user confidence and platform credibility.
- **Opportunities:** TikTok is expanding its advertising offerings, creating new opportunities for businesses. The introduction of e-commerce features allows brands to convert followers into buyers, boosting sales potential.
- **Threats:** The platform faces increasing competition from other social media networks and regulatory challenges, particularly surrounding data privacy and security.

SWOT ANALYSIS SNAPCHAT

- **Strengths:** Snapchat offers engaging and interactive content, fostering urgency and exclusivity among users. Its unique features, such as Snapchat Stories and Spotlight, enhance user experience and content sharing.
- **Weaknesses:** According to Agarwal (2022), Snapchat faces declining user growth among older demographics. Its algorithm prioritizes paid content, making it challenging for organic content to reach users.
- **Opportunities:** Snapchat provides various targeted advertising methods, including geofilters and sponsored lenses. The platform's influencer network offers brands opportunities to engage consumers through authentic content.
- **Threats:** Snapchat faces intense competition from other social media platforms. Privacy concerns remain unresolved, potentially limiting user trust and engagement.

PESTLE ANALYSIS ON DIGITAL LANDSCAPE



Political Factors: Governments are implementing laws to regulate cyberspace, such as the GDPR in the EU and various data protection laws globally, to ensure user privacy and security.



Economic Factors: According to Veit (2022), economic growth and increased disposable income are driving higher consumer spending online, expanding digital markets.



Social Factors: Social media platforms like Facebook, Instagram, TikTok, and Twitter have significant influence on customer behaviors and purchasing decisions.



Technological Factors: AI-driven tools and automation are revolutionizing customer interaction, enhancing data processing, and enabling personalized business experiences.



Legal Factors: Regulations such as the GDPR and CCPA mandate businesses to handle personal data with transparency and care, shaping how companies collect, store, and use data.

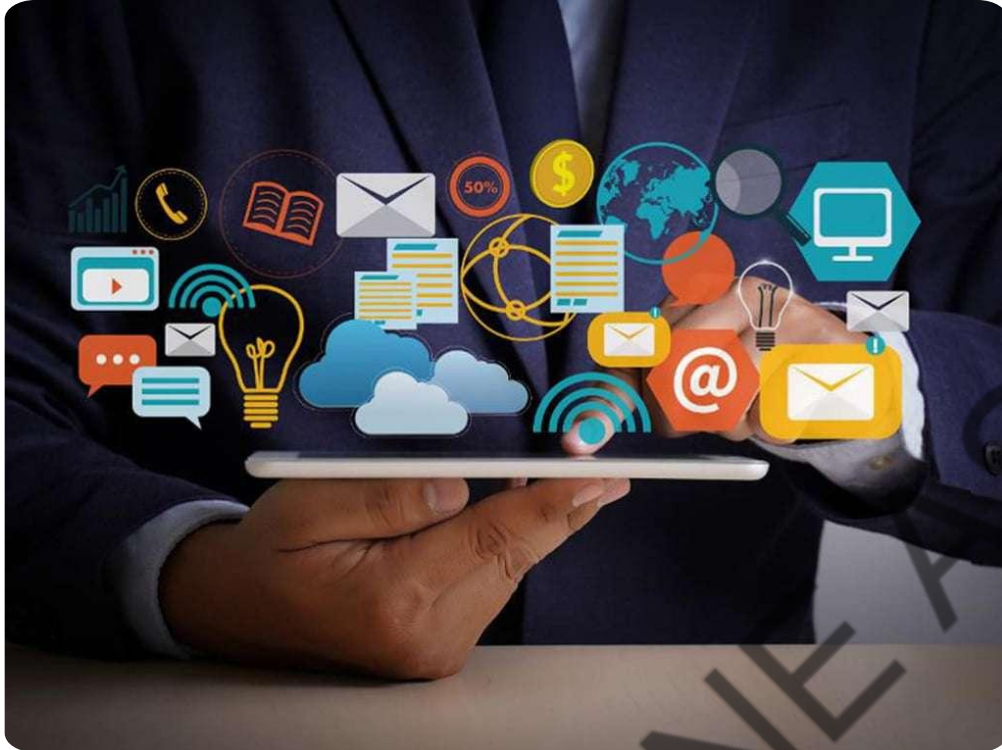


Environmental Factor: Growing demand for sustainable practices is pushing companies to adopt green technologies and ensure environmentally responsible digital operations.

SWOT ANALYSIS & PESTLE SUMMARIES

- **SWOT Analysis:** Focuses on internal factors such as strengths and weaknesses, and external factors like opportunities and threats that impact the business.
- **PESTLE Analysis:** Provides a broader view of the macro-environment by analyzing political, economic, social, technological, legal, and environmental factors that influence a business.
- **SWOT:** Helps businesses identify their competitive advantage, areas of improvement, and potential challenges in the market.
- **PESTLE:** Assists in understanding the broader forces at play that could affect business operations, from regulations to technological advancements.
- **Complementary Tools:** While SWOT evaluates internal factors and immediate market forces, PESTLE offers a more comprehensive view of the external macro-environment.

Opportunities and challenges it faces



Opportunities:

- Digital businesses open up opportunities like market expansion and leveraging emerging technologies.
- Personalized experiences offer unique value propositions to customers.

Challenges

- Cybersecurity and data protection challenges require constant vigilance.
- Fierce competition in the digital space pushes businesses to innovate continuously.
- Consumer behaviors evolve rapidly, necessitating adaptability in digital strategies.

Campaign Goals & KPIs

Increase	Achieve	Convert	Goal
Objective 1: Increase brand awareness by 25%.	Objective 2: Achieve a 15% increase in website traffic.	Objective 3: Convert 10% of leads into bookings.	Goal: Enhance brand visibility, engagement, and reputation in luxury catering Ryan (2020).

Campaign Goals & KPIs

1

KPI 1: Achieve a 3% click-through rate (CTR) on digital ads.

2

KPI 2: Secure an 8% website conversion rate.

3

KPI 3: Attain a 20% return on investment (ROI).

4

Purpose: Maximize marketing budget effectiveness and increase bookings Taherdoost (2023).

Campaign Goals & KPIs

Achieve	Reduce	Purpose	Ensure
KPI 1: Achieve a 20% increase in social media engagement (likes, shares, comments).	KPI 2: Reduce cost per lead by 10%.	Purpose: Improve consumer acquisition efficiency and foster loyalty.	Daily Supervision: Ensure alignment of campaign with set objectives Rane et al. (2023).

Digital Tools Used

- **HubSpot:** A highly effective CRM tool offering accessibility and functionality, supporting customer relationship management (Prymon-Ryś, 2023).
- **Benefits of HubSpot:** Streamlines customer interactions, enhancing campaign efficiency for Caviar & Chips.
- **PayPal:** Reliable online payment software facilitating secure electronic money transfers (Mihai-Lucian & Simion, 2019).
- **Ease of Transactions:** Simplifies payment processes for customers and businesses alike.
- **Campaign Integration:** Both tools enhance operational efficiency and customer satisfaction.



Assess Digital Channels Used

- **Pay-Per-Click Advertising:** Use PPC to attract customers and enhance online ad effectiveness (Khraim, 2015).
- **Customer Engagement:** PPC effectively drives targeted traffic to digital channels.
- **Search Engine Optimization (SEO):** Implement SEO techniques for improved visibility and reach (Bhandari & Bansal, 2018).
- **Performance Assessment:** Evaluate digital channel effectiveness through SEO and PPC metrics.
- **Integrated Strategies:** Combine PPC and SEO for a comprehensive digital marketing approach.



Campaign Timeline



Preparation Phase: Research target market, create content, select channels, and allocate budgets.



Content Creation: Develop engaging content tailored to the audience and chosen platforms.



Launch Phase: Activate social media and e-mail marketing campaigns; monitor engagement rates.



Optimization Phase: Analyze campaign performance using key metrics.



Future Planning: Identify areas for improvement and plan future activities based on insights.

Campaign Timeline

		Week 1-2	Week 3-4	Week 5	Week 6	Week 7-8
Phase	Activity					
Preparation Phase	Research and planning activities					
Preparation Phase	Asset creation and testing					
Launch Phase	Launch the digital marketing campaign					
Launch Phase	Push for increased engagement					
Optimization Phase	Evaluate and improve the campaign performance					

Evaluate Performance Data

Engagement Rate: Measure engagement of followers across social media platforms (Beng & Ming, 2020).

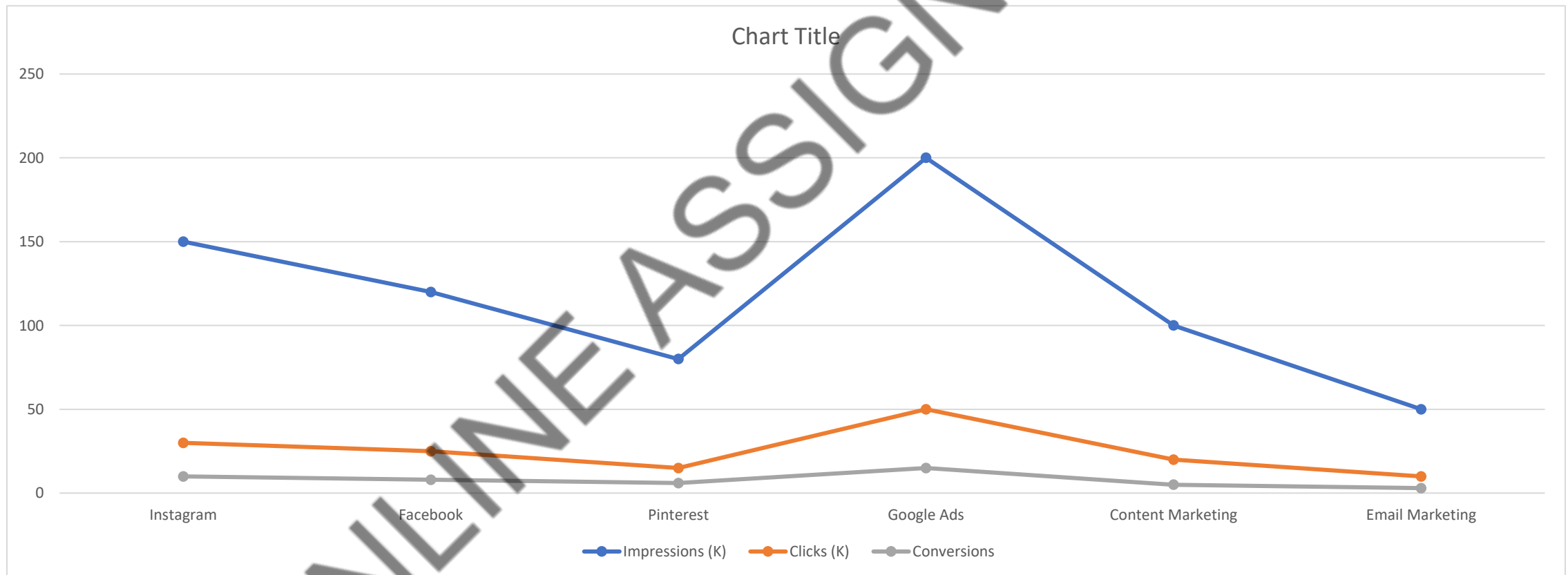
Click-Through Rate (CTR): Track the effectiveness of SEO strategies and advertisements (Yang & Zhai, 2022).

Social Media Analytics: Assess performance on platforms like Instagram, Twitter, and Facebook.

Conversion Rate: Evaluate customer actions post-engagement.

Bounce Rate: Monitor the percentage of visitors leaving without interaction.

Evaluate Performance Data



Evaluate Results vs. KPIs

Compare	Compare Results with KPIs: Assess campaign outcomes against established KPIs (Boz et al., 2020).
Key	Key Metrics: Focus on social media engagement, conversion rates, and website traffic (Tanasiichuk et al., 2022).
Campaign	Campaign Goals: Enhance brand awareness and customer engagement.
Monitor	Social Media Engagement: Monitor audience interaction as a sign of campaign success.
Evaluate	Website Traffic Trends: Evaluate the need to align content with audience preferences.

Evaluate Results vs. KPIs

1

Identify Accomplishments and Shortcomings: Evaluate campaign successes and areas for improvement (Faster Capital, 2025).

2

Social Media Growth: A 30% increase in followers indicates strong brand awareness.

3

Conversion Gap: Low conversion rates suggest the need for improved lead nurturing.

4

Targeted Content: Develop focused content and promotional offers to drive sales.

5

Leverage Successful Elements: Replicate high-performing content and ad strategies in future campaigns.

CAMPAIGN DIGITAL BUDGET

Channel	Budget Allocation (%)	Allocated Amount (£)
Social Media Advertising	40%	£16,000
SEO and SEM	30%	£12,000
Content Creation	20%	£8,000
Email Marketing	10%	£4,000

Lessons Learned



Recognize Key Lessons: Assess campaign outcomes to inform future strategies.



Successful Approaches: Utilize storytelling and influencer collaborations for impactful content.



Areas for Improvement: Enhance audience targeting and reduce response times on social media.



Strategy Adjustment: Apply learnings to optimize future campaigns.



Efficiency and Effectiveness: Ensure upcoming digital marketing efforts are both effective and efficient.

Lessons Learned

- **Invest in Data Analytics:** Use advanced tools to better understand consumer behavior and enhance segmentation (Nwosu et al., 2024).
- **Expand Customised Advertising:** Deepen consumer engagement with tailored advertisement strategies.
- **Explore New Platforms:** Reach untapped audiences by discovering new channels.
- **Maintain Flexibility:** Adapt to evolving customer preferences and market trends (Rehman et al., 2022).
- **Adopt Adaptive Strategy:** Continuously improve ad effectiveness through proactive and flexible approaches.

Next Steps & Conclusi on



Modify Approaches: Adjust strategies based on performance data for future campaigns.



Implement Loyalty Programs: Strengthen customer relationships through loyalty programs or seasonal promotions.



Attract New Audiences: Expand the consumer base by targeting fresh audiences.



Develop Feedback Loop: Gather real-time customer insights to improve campaigns.



Focus on Long-Term Growth: Leverage campaign learnings for sustained competitive advantage and success.

Next Steps & Conclusion



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