You can work in pairs for this assignment.

Your name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your partner’s name: \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Your job is to come up with a digital marketing campaign for your own brand of direct to consumer products. You will be in charge of everything from designing the product to creating campaigns to engage your customers.

First, describe your product in a few words:

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What is the name of your product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Now, think about your target audience. Who is this product for? Be specific.

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It is time to market your product. Create a digital marketing strategy. What is the summary of your strategy?

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Your strategy will need specific campaigns. What are those campaigns going to look like? Be specific. Name at least three campaigns, specify the budget for the campaign, and the potential reach of the campaign. Also specify the duration of the campaign.

|  |  |  |  |
| --- | --- | --- | --- |
| Campaign Name | Daily Budget | Duration | Daily Reach |
|  |  |  |  |
|  |  |  |  |
|  |  |  |  |

It is time to create a Google AdWords campaign for your product. You will need to create the copy of the ad, select the appropriate keywords for the ad, designate the cost-per-click thresholds, and your monthly budget. What will your ad look like?

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What are the keywords you are targeting?

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\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your monthly budget? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

OK, let’s move on to some operational questions.

What is the retail price of your product? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How much does it cost you to produce? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

How many units do you want to sell? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your projected revenue? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

What is your projected cost of goods sold? \_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assume that your actual revenue is 10% greater than your projected revenue. What impact do you think this will have on your cost of goods sold?

\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_\_

Assume salaries and wages expense of 25% of total revenue. Assume utilities expense of $1,500 and web hosting expense of $600.

Now write an income statement for the first quarter of 2019. Use the excel template provided.