

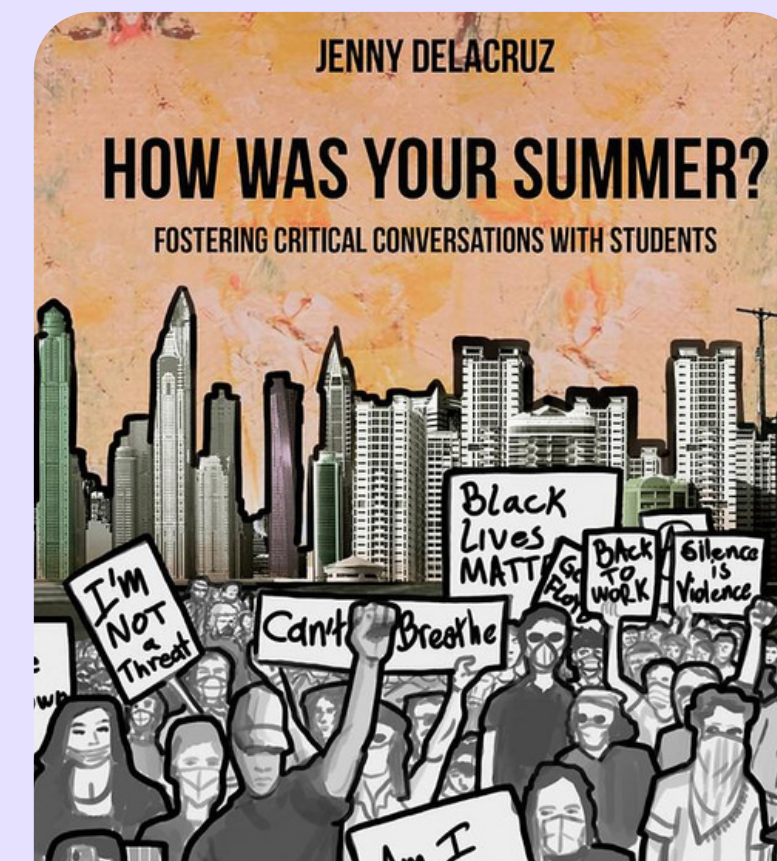
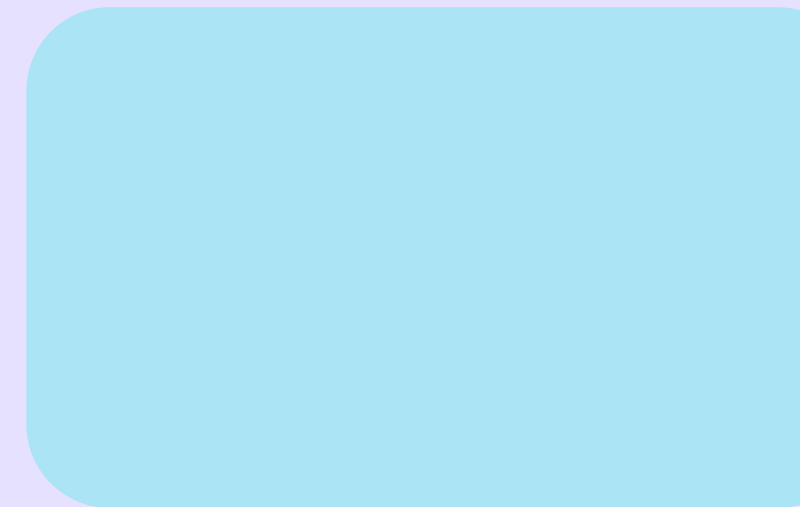


Digital Marketing Strategy

FINAL REPORT

AYSHA ZUBAIR, LAMA QUBBAJ, AICHA ADAM, EMILY FARRELL

DECEMBER 2022





The Team



Aïcha Adam

Major: Innovative Project
Management

Graduation Year: 2023

Hometown: Caen, Normandy,
France



Emily Farrell

Major: Media Studies &
Production, International
Business Administration Minor

Graduation Year: 2024

Hometown: Vineland, NJ



Lama Qubbaj

Major: Business Administration,
Specializing in Marketing

Graduation Year: 2023

Hometown: Ras Al Khaimah,
United Arab Emirates



Aysha Zubair

Major: Marketing, International
Business Minor

Graduation Year: 2023

Hometown: Dhaka, Bangladesh

Agenda

EXECUTIVE SUMMARY

—> *OVERVIEW OF CURRENT SITUATION*

—> *TARGET MARKET*

—> *OVERVIEW OF STRATEGY*

COMPETITOR ANALYSIS

OBJECTIVES AND RESULTS

3 MONTH PLAN

OVERALL VALUE

CONTACT US

APPENDIX AND GLOSSARY

Executive Summary

Cobbs Creek Publishing

Overview of Client

Cobbs Creek Publishing is a start-up children's book publishing company that specializes in writing and publishing multicultural books that promote critical-thinking.

The products and services offered include children's books, lesson plans, book publishing course, coaching sessions, and also merchandise.

Current situation

With rapid developments in digital marketing, businesses must ensure they are up-to-date on the latest tools that marketers use to enhance their brand image.

Cobbs Creek Publishing does a great job at organic marketing, however, the brand can benefit from paid search ads in order to increase brand awareness and engagement.

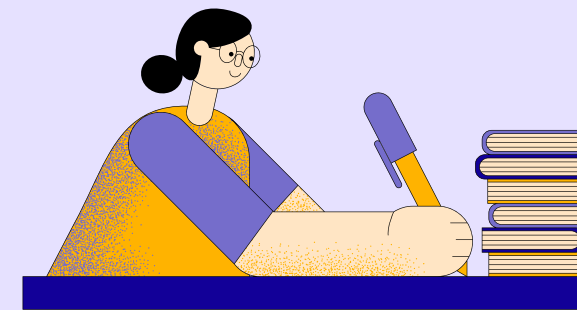
Target Market

The target market for Cobbs Creek Publishing varies, but the main target market that we identified and focused on with our digital marketing strategy is as follows:



Parents / Multicultural Families

Library / Educational Institutions



Writers / Aspiring Publishers

Overview of Strategy

Cobbs Creek Publishing currently successfully implements organic marketing through regularly scheduled posting on social media platforms such as Instagram, Facebook, and LinkedIn.

Through critiques* conducted in August, opportunities were identified to build **brand awareness**, enhance **brand consideration**, expand the **professional network**, and increase **brand engagement** through website modifications and social media improvements.

Modifications and improvements:



Created and ran Google Ads for a period of 2 months



Revamped the company website using Wix



Increased professional network by developing 3 different LinkedIn message templates



Designed social media posts on Adobe Photoshop and Canva

**REFERENCE APPENDIX (62) FOR CRITIQUES*

Value Added to Client

Increased brand
engagement

Enhanced brand
credibility

FACEBOOK
PAGE LIKES
+20

INSTAGRAM
FOLLOWER
COUNT +44

Improved organic post
reach

INSTAGRAM
REACH: 7K
+402.1%

FACEBOOK
REACH: 59.7K
+220.6%

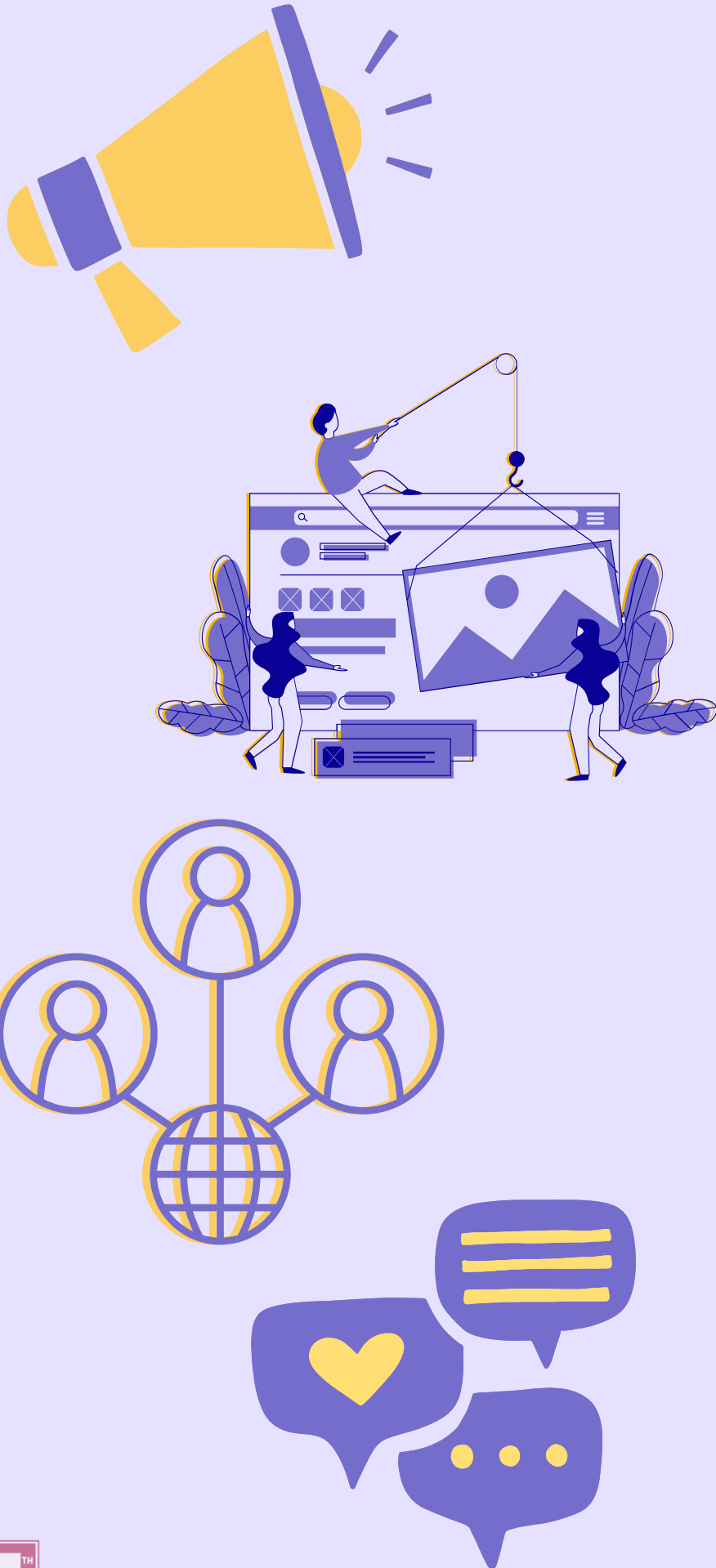
Recap

Overall Value to Client

Recap



- **Redesigned Cobbs Creek Publishing's website** to improve its digital professionalism, visual construction, and content organization
- **Improved overall site health** with aesthetic and technical changes, optimizing the site for organic search
- **Launched two Google Ad campaigns** to promote Cobbs Creek Publishing, increasing brand awareness and site users nationwide through paid search
- Helped expand Cobbs Creek Publishing and Jenny Delacruz's **professional network** by creating templates to make meaningful connections
- **Created a social media campaign** for Black Friday, Small Business Saturday, and Cyber Monday
- Collected **resources for upcoming months** in December 2022 - March 2023 plan to help company maintain a strong digital presence



Overall Value to Client

**Built Brand
Awareness**

**Enhanced Brand
Consideration**

**Expanded
Professional Network**

**Increased Brand
Engagement**



Overall Value to Client



OBBS
REEK
UBLISHING

Built Brand Awareness

- +24.3K website impressions
- CTR of 1.15%
- 16 conversions

Enhanced Brand Consideration

- Site sessions +98%
- Bounce rate ranks 86% better
- Site health +3 points

Expanded Professional Network

- Profile views up by 111
- Connected to 40 new users
- 6 search appearances

Increased Brand Engagement

- Instagram reach +402.1%
- Facebook reach +220.6%
- Facebook page likes +20
- IG followers +44



Thank you!

