

Academic Year 2023/24

Module Name: Inbound Marketing

Module Leader: Dr Kamil Wyczynski

Coursework Title:

Content Marketing & Blogging

Task Details/Description:

While a lot of digital marketing and marketing agencies place emphasis on paid digital promotion and marketing communications, organic content is also a very important part of digital marketing communications. In fact, organic content across the entire digital portfolio of website, social media, information communication channels (Email & chat clients) are crucial for building a brand and digital presence. Organic content also produces deeper engagement, gains customer trust and ultimately improves organic search results through natural content and keywords. It is a long-term strategy, and many senior managers demand immediate results and don't always see the value of appropriating time and resources to developing organic content. Writing regular blog posts has become an important practice many leading digital brands and digitally focused companies. Hubspot, Hootsuite, Microsoft and even Universities like Aston publish regular blog posts.

Please refer to some of the following examples:

- a) The Aston University online blog: <https://studyonline.aston.ac.uk/blog>
- b) The class-leading Hubspot blog resources: <https://blog.hubspot.com>.

For this assignment you are free to select any one company/organisation.

You are currently involved in trying to propose develop a more integrated blogging strategy as part of improving your selected organisation's digital marketing communications and organic content. To convince your marketing manager of the value of blogging strategy you have been asked to write three different blog posts of 500 words on different topics as follows:

- 1) A list of at least 5 potential topics you could use for content marketing purposes. Make sure that the topics are relevant and of interest to your target customer group. Also please include the keywords / key phrases for each of the topics (max 400 words)
- 2) A social media blog post of 300 words for your selected organisation's Facebook or LinkedIn page that covers a current topic related to your organisation overall.
- 3) A website blog post of 500 words that provides some content relating to a very specific service or product that your selected organisation provides.
- 4) An email newsletter of 500 words that you would send to existing customers/subscribers on a topic or theme relating to the industry/sector that your selected organisation is part of. It would form part of a regular blog style newsletter sent by email.

You are also encouraged to include appropriate visual content such as pictures, infographics or other graphics to make your blog posts attractive and engaging. The visuals will not form part of the word count. It is very important to appreciate that the written copy is still the most important part of these type of blogs as opposed to predominantly visual blogs used on social media channels such as Instagram or Pinterest. The blog content should be current, topical and engaging.

Presentation Requirements:

Word Count: **1700 Words (total for content topic list and all 3 types of content)**

Font Size: 12 using any suitable font used in digital blogs. Please refer to

<https://blog.hubspot.com/insiders/fonts-for-marketing> & <https://sumo.com/stories/blog-post-format>

Line Spacing: Double

Submission Date & Time:

Friday 18/10/2024 by 12pm Noon.

Please send your work to Sandrine Devulder:

sandrine.devulder@iscid-co.fr

Assessment Weighting for the Module:

100%

Assessment Criteria

Grade Level	100-70	69-60	59-50	49-40	39-0
Visual & presentation quality of the 3 blogs 30/100	Excellent layout & presentation. Good enough to be published.	Good layout & presentation. Some small improvements needed in layout and/or visuals before publishing.	Adequate layout & presentation but required a better balance between the layout & visuals in some of the blogs.	Readable in terms of layout but not enough visual appeal in all the blogs.	Little or no consideration given to these areas. Written like rough notes. No consideration of visuals.
Quality of written copy and engagement 40/100	Excellent written copy that was appropriate to the selected topic & digital channel. Very engaging content from the reader's perspective. High standards maintained across all 3 blogs. Written content is exemplary and only minor edits (at most) required before publishing.	Good quality written copy that was topical and relevant. Reasonably engaging content from the reader's perspective. A consistent level of content across all the 3 blogs. Very usable material with only small improvements in copy & edits required.	Adequate and topical content. The level of engagement & depth of content needed to be more consistent across all the 3 blogs. Some usable material but major improvements required.	Evidence of some relevant content across all 3 blogs but it needed to be more topical and engaging. It would require a complete rewrite of all 3 blogs.	Little or no consideration given to the content and its relevance to each channel. No attempt made to engage the reader in any of the 3 blogs. Unusable work.
Quality of strategic keywords across all 3 blogs 30/100	A very high level of strategic keywords related to the sector & brand. Highly consistent across all 3 blogs.	A good level of strategic keywords related to the sector & brand. Reasonably consistent across all 3 blogs.	Evidence of some strategic keywords but limited depth & scope. A lack of consistency across all 3 blogs.	Evidence of some keywords but they were not relevant or strategic enough. Very limited.	No evidence of keywords in any of the blogs.