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MODULE 1: Digital Segmentation

Submodule 3: Creating a digital business plan

Lesson 2: Recognizing a digital business plan to specific goals and needs

Level: Foundation

- **Assignment**

Quiz: Key Components of a Digital Business Plan

Answer the following questions about the key components of a digital business plan. Choose the best answer for multiple-choice questions and provide a brief answer for short-answer questions.

You can find some possible case studies on the next page or you can use other case studies.

Distribute the Case Studies:

- Provide each group or individual with one of the case studies below. Ensure each participant has a copy.
- Instruct participants to read their assigned case study and identify 2-3 additional strategies or actions to better align the digital business plan with the business goals provided.
- Encourage participants to use the provided business goals and strategies from the previous lesson as a guideline.

Group Work:

- Allow 10 minutes for groups to discuss and write down their strategies.
- Move around the room to offer guidance and answer questions.

Group Presentations:

- Have each group present their findings and suggestions to the class.
- Facilitate a discussion after each presentation, encouraging other groups to provide feedback and additional suggestions.
- Recap and Conclusion (10 minutes)

Summary:

- Summarize the key points discussed.
- Emphasize the importance of aligning digital business plans with specific business goals and needs.

Provide Answer Key:

- Distribute the answer key for each case study.
- Discuss any differences between the participants' suggestions and the answer key, highlighting the importance of diverse perspectives and creative solutions.

Case Studies for Hands-On Exercise

- Case Study 1: EcoWear

Business Description: EcoWear is an online store that sells fairtrade and sustainable clothing.

Business Goals: Increase online sales by 20%, enhance customer loyalty.

Current Digital Business Plan:

- Social media marketing on Instagram and Facebook.
- Blog posts about sustainable fashion trends.
- Monthly email newsletter with product updates.

Task for Participants:

- Identify 2-3 additional strategies or actions to include in the digital business plan to meet these goals.

Solution for Educators:

- Possible Strategies:

Implement a Loyalty Program: Offer discounts, exclusive deals, or rewards for repeat customers to enhance customer loyalty.

SEO Optimization: Use keywords like "fairtrade clothing" and "sustainable fashion" to improve search engine rankings and attract more organic traffic.

Personalized Email Marketing: Send personalized offers and product recommendations based on customers' purchase history to increase sales.

- Case Study 2: GreenTech Gadgets

Business Description: GreenTech Gadgets sells eco-friendly technology products online.

Business Goals: Expand market reach to international customers, improve brand awareness.

Current Digital Business Plan:

- SEO optimization with keywords related to eco-friendly gadgets.
- Google Ads campaigns targeting local customers.
- Product reviews and testimonials on the website.

Task for Participants:

- Identify 2-3 additional strategies or actions to include in the digital business plan to meet these goals.

Solution for Educators:

- Possible Strategies:

- o International Shipping and Localization: Offer international shipping options and localize the website content for different regions to expand market reach.

- Global Marketing Campaigns: Run targeted ads in international markets through platforms like Google Ads and Facebook Ads to improve brand awareness globally.
- Influencer Partnerships: Collaborate with international influencers who focus on ecofriendly technology to reach a broader audience.

Case Study 3: OrganicDelights

Business Description: OrganicDelights is an online shop that offers organic and healthy snacks.

Business Goals: Increase website traffic by 30% in the next six months, build an engaging community around healthy living.

Current Digital Business Plan:

- Content marketing through weekly blog posts about healthy eating.
- Social media marketing on Twitter and Pinterest.
- Partnering with health food influencers for product promotion.

Task for Participants:

- Identify 2-3 additional strategies or actions to include in the digital business plan to meet these goals.

Solution for Educators:

- Possible Strategies:
 - SEO and SEM Campaigns: Enhance SEO efforts with keywords like "organic snacks" and "healthy snacks" and use Google Ads to drive more targeted traffic.
 - Interactive Social Media Content: Create engaging social media content such as live cooking demos, polls, and Q&A sessions to build a community around healthy living.
 - Email Marketing Campaigns: Develop segmented email campaigns that provide personalized content and product recommendations to increase engagement and drive traffic to the website.