Project Structure

There are no restrictions on the structures of your report. This file serves as an example only. You do not have to follow it for your group project.

1. **Overview**

   This section provides a brief overview of the company or brand you are studying. It serves as an introduction for those who are not familiar with it.

2. **Situation Analysis**

   This section analyzes the focal company's current digital marketing presences. You are expected to have several subsections covering different aspects of the company's digital marketing appearances. See the following examples.

   2.1 Website

   Provide a description of the company's current website (desktop and mobile websites). You can also use any available analytics tools to get some statistics (i.e., sources of visitors, distribution of visitors) on the company's website.

   2.2 Social Media

   Provide a description of the company's social media presences. For example, does the company use Twitter? What does the company typically post (e.g., promotions, addressing consumer issues)? Does it post Tweets regularly and frequently? Which social media does the company rely on most? Any interaction between the company and its consumers in social media platforms? You can use also any available analytics tools to get some statistics on the social media accounts.

   2.3 Online Sentiment

   How do consumers talk about the company online? You can look for consumer reviews and word-of-mouth on online platforms such as Openrice, Amazon, HKTVMall, TripAdvisor, as well as social media platforms (e.g., how do consumers comment on the company on Twitter).

   2.4 Consumer Analysis (optional)

   What are the demographic and psychographic profiles of your consumers? What are their needs and values? You may analyze the company's social media and website traffic to get some basic idea; however, you do not need to conduct interviews or surveys to collect data on it or create personas.

3. **Competitor Analysis**

In this section, you can analyze the digital marketing strategy of the company's main competitors to see how they manage their website and social media, as well as their online sentiment. However, this part does not need to be as comprehensive as the previous section. You just need to mention the basic information, and highlight their differences from your focal company.

4. **Problems and Recommendations**

Leveraging the concepts and knowledge from the class, you may diagnose some problems with the company's digital marketing strategy. In addition, you can also resort to analytics tools that we covered in the class to see if the company is making any mistakes. You can also compare the company's digital marketing strategies with its competitors and see what can be learned and improved. Based on that, you may come up with some feasible solutions to the company, discussing how the company can improve its digital marketing strategy accordingly.

4.1 Twitter Accounts

Let us take the company's twitter as an example. You may find that the company is slow in responding to users' online queries (e.g., it takes the company, on average, 10 hours to respond to user queries on Twitter), and sends too many promotional messages in its official Twitter account (more than 80% of the recent Tweets are promotional). Accordingly, you may suggest that the company reply to user queries more frequently (keep it within 1 hour) and post less promotional messages to better engage users.

4.2 Mobile Website

Take mobile website as another example. You may say that the company's website is not mobile-friendly because it has too many videos; as such, it takes a long time to load on mobile devices (say, more than 10 seconds). You may suggest that the company should remove some videos from its mobile website to make it light-weighted.

Appendix

Lastly, you can put any tables, figures, screenshots in the appendix. For example, you can take screenshots of the company's Twitter account and comment on its issues. You can also attach reports generated by the analytics tools.

Reminder

You just need to focus on the concepts and tools that we learned in class to accurately assess the company's digital marketing strategy. That's all. Doing extra work or writing a lengthy report will *not* help achieve a high grade. Quality beats quantity.