

GIKI Zero

[Name of Student]

[name of institute]

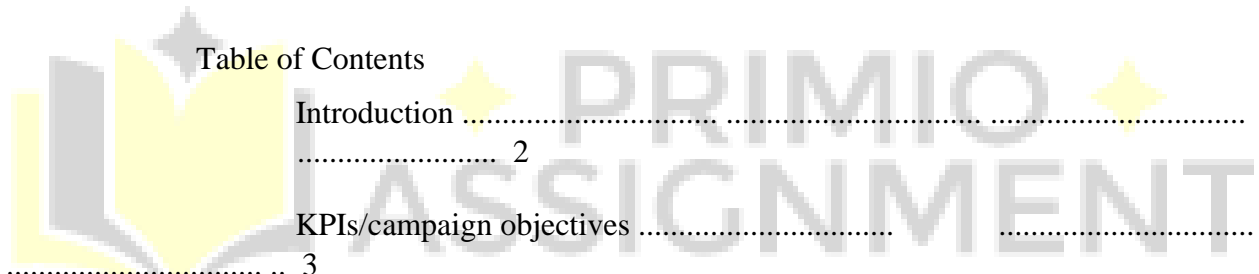


Table of Contents

Introduction 2

KPIs/campaign objectives 3

Budget distribution 7

Distribution of the marketing budget over the period of
campaign..... 7

Test and learn plan
..... 10

A/b testing
..... 10

References:

.....
..... 12

..... 15
Appendix

Introduction

Modern time is supporting the business environment in quite an effective manner.

Several aspects are gaining people interest in leading to new methods of engaging customers.

Such a platform develops interactive measures with the people who are part of society (Nabieva, 2021). In this regard, digital marketing is considered one of the most important and basic aspects of the modern period. This is because it contains great demand and involvement of people willing to participate daily.

Their interaction and smart actions are leading to impact their overall scenario.

Besides that, website management is not becoming one of the major discussion topics. The advanced websites, along with various accessibility options, are leading to impact the overall scenario positively. Similarly, in this regard, GIKI Zero is one of those smart strategies supporting people with the advanced website option. This website is directly hitting various people to make them aware of their contribution to

environmental measures. All of such information has a great impact on the life of individuals as well as their working environment (Christina, Fenni and Roselina, 2019). This website supports individuals with the interactive aspect to consider their contribution in generating a carbon footprint. As a result, it is expected that such a website has a great influential aspect. Such aspects will notify the individuals about their contribution to the environment (Thompson et al., 2018). The aspect of digital marketing in this regard is trying to support the action plan of the GIKI Zero website. This needed special consideration and proper management for the consideration of working activities.

Considering all such aspects, the report is majorly based on the marketing campaign that will be conducted in this regard.

The marketing campaign focuses on developing the campaign plan that will highlight all the major actions that are expected to be taken in this regard. Apart from this, there will be clear indicators and KPIs to evaluate the performance. The report also aims to highlight all the communication plan and strategy that is essential to consider in this regard. Moreover, there is a great aspect of the budget distribution that targets the final measures and the testing plan that is needed to consider in terms of effective use of the website. Therefore, based on all these aspects, the report will have a general possible and appropriate

conclusion along with a recommendation plan. Such a recommendation plan will propose effective measures that could

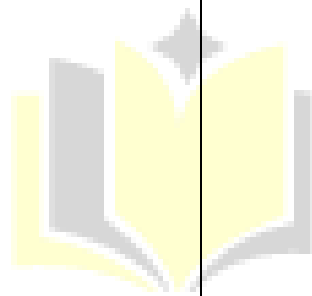
Smart Goals	Objectives	Importance	How to measure (KPIs)
-------------	------------	------------	-----------------------

be taken to highlight all the basic and essential aspects of the website. In general measures, the report highlights every aspect of the digital marketing campaign that will be applied in the case of the GIKI Zero website to engage the final customer and make good outcomes in this regard.

KPIs/campaign objectives



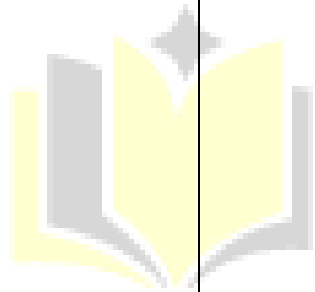
<p>Specific</p>	<p>To reach the specific targeted audience for the purpose of sustainability.</p>	<p>This subject has great importance (Lamaling, 2018). This is why for this regard a need for the consideration of the and proper target. In the current situation, the major target is the therefore, proper consideration has less awareness about the carbon issues.</p>	<p>The goal is to increase the number of people visiting the website for sustainability activities. Although the goal is to increase the number of active users, this is not the major achievement to be considered. Through the evaluation of the ratio of older people who are visiting the website with positive intentions and a manner to complete the basic and essential aspects of the working.</p>
<p>Achievable</p>	<p>To spread awareness to the maximum people</p>	<p>People, mostly older people</p>	<p>The major KPI in this regard is the number of people visiting the website and accepting the change. In this manner, there will be a specific number of people aiming to be active visitors to the website. Such numbers include 100,000 signups in which 80% of signups regularly engage with the Giki Zero website resulting in an average impact score reducing month on month to the end of 12 months and beyond.</p>



ASSIGNMENT
PRIMIO
ASSIGNMENT

Relevant	Improving the experience of the customer and people who are visiting the website	The website will have different visitors with particular needs (Miller et al., 2018). Therefore, in terms of addressing the maximum number of people, there is a need for consideration of their needs and	The measuring aspect in this regard is the feedback system of the customers and visitors. Every person is allowed to bring their feedback on the board for the improvement measures. In this regard, the number of addressed feedback will indicate the achievement of this target in the most effective manner. This will bring people satisfaction and improvement opportunities for the website and campaign.
----------	--	--	--

Time-Bound	To consider the change in environment through this measure in upcoming year.	Sustainability achievement target within specific time allow individuals to align their strategies.	The major KPIs in this regard is based on the consideration of the activities conducted. This included measurement of the environmental changes that happened due to the website's publication and other applied strategies. The change management in this regard will be the major highlight of the achievement of the goals.
------------	--	---	--



PRIMIO ASSIGNMENT

Development an engagement of people												
Facebook advertisement												
Website traffic gaining												
People feedback system												
Changing in the website measures												
Controlling and Monitoring												
Technical aspects measurement												
Miscellaneous activities												



PR
ASSIC
O
IENT

Activity	Budgets	Purpose	KPIs
----------	---------	---------	------

Website communication	£50,000	Encourage continue Actions to engage people on website.	Giki scores increasing. Therefore, one can easily get to know what is major issues in this regard.
Interaction to users	£30,000	Promote conversation with users and target audience	The audience response on the website
Emailing to the targeted audience	£20,000	To directly engage them and invite to website	Number of people emailed and their responses
Paid promotions on Instagram	£70,000	Generate awareness to the people	Shares, comments, conversations around Giki Zero and climate action; Sentiment
Paid search advertisement	£60,000	Promote people to get register	Number of Registrations on the website
Development an engagement of people		To keep them entertain and informative about the issue	People responses and their interaction through number of clicks.
Facebook advertisement	£50,000	To motivate general public and provide awareness	Number of likes, comments and shares
Website traffic gaining	£60,000	To increase chances of successful actions	Number of clicks and people at a time on website
People feedback system	£20,000	To address people need and their issues	Their reposes and number of feedback forms
Changing in the website measures	£60,000	To work on according to feedback	Increased number of registrations

Controlling and Monitoring	£20,000	To lead all the operations in smooth manner	Controlling on website, number of issues resolved
Technical aspects measurement	£20,000	To avoid any king od uncertainty	Number of incidents occurred during the website activity.
Miscellaneous activities	£5,000	Chances of unexpected issues and measures	Smooth working environment

Test and learn plan

A/b testing

Many aspects could be used to evaluate the success of testing. In such a manner, there is a (Fernand, 2020). Such postings and webpage content determine which of them are performing better and attractive to the public.

brief comparison of the two different versions and posting of web pages against each other



In terms of reaching the outcomes, the A/B test will be done using different postings on

the website pages. For saints, on one page, the post will engage older people and mention their contribution to the development of the carbon footprint. In this regard, all the people will get addressed with the content to read about their actions. Such posts will enhance their understanding of their actions leading to developing carbon issues in the environment. This could be an interactive aspect for the people to consider their role in the negative measure of the environment (Setyawan and Gamayuni, 2020).

Moreover, the next post on the website will be related to the measures and steps that need to be taken to solve the major issues of the carbon footprint. The major focus of this post will be related to the awareness plan and mitigation steps that should be taken to resolve the major issues with aspect to carbon footprint and related matters. This is having a great impact on the environment concerning the actions that were taken.

In such a manner, both the website's content will be based on different content and measures as one is mainly highlighting the issues that include people contribution. In contrast, the next post in this regard is directly targeting the solution and steps to be taken in this regard (Cal and olive, 2021). The interactive results will highlight the public attention towards the major option public select. The public's response

with relation to both different posts will indicate their interest.

In such a way, A/B testing procedures will be applied in website testing.

There is another aspect of the A/B testing that will be used in this regard. For instance, a similar strategy will get used to emailing the client to the client. At first, some clients will be provided with the subject line "Want to know how much you contribute to the carbon footprint to the environment". The other tagline will indicate, "Want to know how you can contribute to saving the environment". The reason behind sending such taglines is that it will highlight the people's attentive aspect. The replies and other major concerns will indicate the major aspect that needed to be part of the action plan.

References:

- Abrahams, A.S., Coupey, E., Zhong, E.X., Barkhi, R. and Manasantivongs, P.S., 2018. Audience targeting by B-to-B advertisement classification: A neural network approach. *Expert systems with applications*, 40(8), pp.2777-2791.
- Cal and olive, 2021. *A Refresher on A/B Testing*. [online] Harvard Business Review. Available at: <<https://hbr.org/2017/06/a-refresher-on-abtesting>>.
- Christina, I.D., Fenni, F. and Roselina, D., 2019. Digital marketing strategy in promoting product. *Management And Entrepreneurship: Trends Of Development*, 4(10), pp.58-66.
- Fernand, 2020. *A/B testing*. [online] Optimizely. Available at: <<https://www.optimizely.com/optimization-glossary/ab-testing/>>.

Girchenko, T. and Ovsiannikova, Y., 2016. Digital marketing and its role in the modern business processes. *European Cooperation*, 11(18), pp.24-33.

Hinderks, A., Schrepp, M., Mayo, F.J.D., Escalona, M.J. and Thomaschewski, J., 2019. Developing a UX KPI based on the user experience questionnaire. *Computer Standards & Interfaces*, 65, pp.38-44.

Miller, Z.D., Freimund, W., Metcalf, E.C. and Nickerson, N., 2018. Targeting your audience: Wildlife value orientations and the relevance of messages about bear safety. *Human Dimensions of Wildlife*, 23(3), pp.213-226.

Nabieva, N.M., 2021. DIGITAL MARKETING: CURRENT TRENDS IN DEVELOPMENT.

Theoretical & Applied Science, (2), pp.333-340.

Setyawan, W. and Gamayuni, R.R., 2020. The Quality of Financial Reporting and Internal Control System before and after the Implementation of EBudgeting in Indonesia Local Government. *Asian Journal of Economics, Business and Accounting*, 14(3), pp.22-31.

Thompson, E.B., Heley, F., Oster-Aaland, L., Stastny, S.N. and Crawford, E.C., 2018. The impact of a student-driven social marketing campaign on college student alcohol-related beliefs and behaviors. *Social Marketing Quarterly*, 19(1), pp.52-64.

Velimirović, D., Velimirović, M. and Stanković, R., 2019. Role and importance of key performance indicators measurement. *Serbian Journal of Management*, 6(1), pp.63-72.

Appendix