

GIKI Zero [Name of Student] [name of institute] Distribution of the marketing budget over the period of campaign..... 7 Test and learn plan

..... 10 A/b testing

..... 10 References:

..... 12 Appendix

..... 15 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 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. Smart Goals Objectives Importance How to measure (KPIs) KPIs/campaign objectives Specific To reach to the specific targeted audience This objective has great iller et al., 2018). This is Therefore, there is a need for the consideration of the proper target. In the current situation, the major target is the older people who have less awareness about the carbon issues. The most essential KPI in this regard is the number of older people bvisiting the website every day. Although several people will be an active user in this regard the

major achievement will get the measure through the evaluation of the ratio of older people who are visiting the website with positive intentions and an action plan. Measureable To manage all the resources and capital for the purpose of sustainability. Resources and fundings are limited to apply in this regard (Girchenko and Ovsianikova, 2016). therefore, proper consideration has great importance. These goals could be easily measured by completing all the spect resource and funds activities. In this regard, there is a need for the evaluation of the activities that are going to be conducted ins such a manner to complete the basic and essential aspects of the working. Achievable To spared awareness to the People, mostly older pe oThe 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. 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 idnicat4e 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. Budget distribution Months Apr May Jun Mar Jul Aug Sep Oct Nov Dec Jan Feb Activities Website communication Interaction to users Emailing to the targeted audience Paid promotions on Instagram Paid search advertisement A great amount has been managed to achieve the final result (Velimirović, Velimirović and Stanković, 2019). Such amount in this regard is concluded to 500,000 pounds that could be used. Following are some of the major actions that could be taken in this regard to resolve the budgetary aspects. Distribution of the marketing budget over the period of campaign. 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 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 repeses 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 kind of uncertainty Number of incidents occurred during the website activity. Miscellaneous activities £5,000 Chances of unexpected issues and measures Smooth working environment are performing better and attractive to the public. 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: . 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: . Girchenko, T. and Ovsianikova, 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

