



To whom it may concern,

The Digital Marketing Institute offers internationally respected qualifications at Professional Diploma, Postgraduate Diploma and Masters levels. Our Postgraduate students are required to complete two 5,000 word assignments: 1) a digital marketing research assignment and 2) a digitalmarketing strategy assignment. We recommend that students use the same organisation for both assignments.

It is important that students undertake primary and secondary research, your organisation's support is greatly appreciated. This research can be beneficial to your organisation as DMI students are at the cutting edge of digital marketing education, and you can gain new insights from their research and analysis.

Below are examples of the type of information students will require from your organisation;

- An overview of your marketing activities, how they have evolved over the past 3 – 5 years, new approaches taken, marketing staff head count and estimated budgets etc.
- General information/data relevant to digital marketing and its impact on the organisation. For example: sales uplifts correlated to specific digital marketing activities or any interesting insights.
- SEO: Placement in SERP, keywords used, how many searches those words receive.
- Website analytics: Traffic, audience profile & behaviour, monthly, conversion rates etc.
- Digital display advertising: Impressions, reach, cost, engagement rate, CPM, ROI, visitors, conversions
- Email: Open rates, bounce rates, click through, conversion, mail list growth/attrition etc.
- Social media: Facebook Insights, Twitter analytics. Likes, posts, user profile etc.
- Mobile: Use of a mobile site, apps, iBeacons, SMS etc.

Please note this list is not exhaustive. Students are also required to gather primary data such as: surveys, interviews or focus groups with key personnel, existing customers, and/or sample groups that represent the target audience.

We respect your need for privacy, and that some of the above data might be sensitive. All information presented within assignments is kept confidential and our assessors are covered by non-disclosure agreements (NDA). Assignments are not published or made available to other students.

Should you have any queries, please do not hesitate to contact us.

Thanks you in advance for your cooperation.

Yours sincerely,

Dr Alex Tierney