

Undergraduate Diploma in Digital Marketing: Intake February 2024 to January 2025

Assessment Task: Written assignment based on chosen questions	
Module: <i>Basics of Search Engine Optimization & Content Creation in CRM</i>	Tuition Centre: 21 Academy Licence Number: 2018-017
Level: Award MQF Level 5	Student Name:
Date:	Student Number:
Assignment Deadline: 26 February 2026	
<p>Task</p> <p>The purpose of this unit is to develop an understanding of a particular topic you will write about which forms part Basics of Search Engine Optimization & Content Creation in CRM.</p> <p>Note</p> <p>This assessment provides students with an opportunity to put into practice the relevant provisions in relation to the topic they choose to write about forming part of Basics of Search Engine Optimization & Content Creation in CRM.</p> <p>Note</p> <p>You should plan to spend approximately 20 hours researching the assignment question, preparing for and writing the assignment for assessment. The nominal word count for the assignment is 1,200 words. You are expected to use the Harvard referencing style. You are expected to use the Harvard referencing style. Make sure to go through the Assignment Guidelines made available in the course resource centre.</p>	
<p>Choose 1 question from the following:</p> <div style="margin-top: 10px;"> ☐ Question 1: Evaluate the effectiveness of an existing website's SEO strategy by applying recognised SEO frameworks and best-practice guidelines. Identify key weaknesses within the current approach and propose justified recommendations for improving technical SEO, on-page optimisation, and content relevance. Your answer must demonstrate academic rigour through application of relevant theories and frameworks, analytical discussion, and the use of properly referenced scholarly sources. </div> <div style="margin-top: 10px;"> ☐ Question 2: Analyse how customer segmentation within a CRM system can be used to design targeted digital marketing communications, using established CRM and relationship-marketing concepts. Explain how segmentation supports customer acquisition, retention, and loyalty. Your answer must demonstrate academic rigour through application of relevant theories and frameworks, analytical discussion, and the use of properly referenced scholarly sources. </div> <div style="margin-top: 10px;"> ☐ Question 3: Explain the concept of Customer Lifetime Value (CLV) and analyse its importance in CRM-led digital marketing. Apply CLV insights to demonstrate how they can inform customer acquisition strategies, retention tactics, and allocation of marketing resources. Your answer must demonstrate academic rigour through application of relevant theories and frameworks, analytical discussion, and the use of properly referenced scholarly sources. </div>	

Pass Mark - 50% of all assessment methods	Total Assignment Weighting - 55%
By submitting I confirm that this assessment is my own work	
Mark:	Signature: <main assessor>
Date	Signature: <quality assurance>