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Tech Masters - Digital Tools Challenge

Teacher Page

This WebQuest is about Digital Marketing and tools. In the **Introduction**, for storytelling purposes to engage the students, it is told that they are now part of a new marketing team, selected to launch the company's marketing campaign.

Then, you click the link to the **Tasks and Process.** In **Tasks** section it is explained that they need to form groups for different departments, encourage them to communicate and give them the possibility to choose from tools they already know to tools we will present to them in the resources.

The **Process** section has 5 challenges. In each one of them, it is described all the steps that they must take to achieve the task successfully. It is possible for them to comment on those publications with their work and answers.

In the **Resources** section they can find different tools and tutorials for each one of the challenges.

Finally, the final step **Evaluation and Conclusion**, where they can check how they are going to be evaluated.

Introduction

Welcome to the WebQuest "**Tech Masters - Digital Tools Challenge**"! Now you're at the heart of an exciting business adventure. A new company is about to open its doors and needs an innovative and creative marketing team to make its launch a resounding success. That's where you come in!

Your mission is to transform this startup from an unknown entity into the next big sensation in the market. However, without a powerful and well-executed marketing strategy, no one will know it exists.

Digital tools are transforming the way we work, learn, and communicate. In this webquest, you will explore various categories of tools and learn about their functions and applications.

Next Step - Tasks and Process

Tasks and Process

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Tasks and Process

Your marketing team has been tasked with an exciting mission: to develop a website and all necessary multimedia content for the launch of a new company into the market. Each team will present their work, explaining the tools used and the strategies implemented and the reasoning behind your choices. Together, you'll unleash your creativity and professionalism to ensure the launch is a resounding success!

Tasks

Form Specialized Groups

Divide into teams to tackle different areas of the project. There are 5 teams in total, and each team will focus on a specific aspect, such as Website Development, Social Media Strategy, SEO and Analytics, E-mail Marketing and Content Creation.

Maintain Open Communication

Good communication fosters teamwork, encouraging the exchange of ideas, experiences, and information.
Constantly communicate between groups to ensure a smooth workflow and cohesive final product.

Utilize Digital Tools

Use the recommended digital tools or others you're familiar with. Always include a brief introduction explaining the purpose of the tool you're using.

Remember

The future of new businesses depends on your innovation and teamwork. Good luck, and let's make this launch unforgettable!

Process

1 - Website Development

- Define the Purpose and Goals

- Choose a Website Builder

- Design the Website (template/theme; layout; colors and fonts)

- Develop the Website (create pages; add content)

- Optimize for SEO (use relevant keywords in titles, headers, and content)

- Test the Website

2 - Social Media Strategy

- Define Objectives and Goals

- Identify the Target Audience

- Choose the Right Platforms

- Conduct a Social Media Audit

- Utilize Tools and Features

- Engage with the Audience

- Monitor and Analyze Performance

3 - SEO and Analytics

- Understand SEO Basics
- Keyword Research
- Set Up Google Analytics
- Set Up Google Search Console
- Create Custom Dashboards
- Analyze Traffic Sources
- Track and Report Performance

4 - Email Marketing

- Define Objectives and Goals

- Build and Segment Your Email List

- Choose an Email Marketing Platform

- Design Your Emails

- Write Compelling Subject Lines

- Test Your Emails

- Analyze and Optimize

5 - Content Creation

- Define Your Objectives and Audience
- Brainstorm Content Ideas
- Create a Content Calendar
- Research and Gather Information
- Develop a Content Strategy
- Create High-Quality Content

Resources

1 - Website Development Tools

- WordPress
- Wix
- Copy.ai (Copywriting)

2 - Social Media Strategy Tools

- Canva
- Buffer
- Hootsuite
- Sprout Social
- Iconosquare

3 - SEO and Analytics

- <u>Google Analytics</u> Dashboard Guide
- Google Search Console
- <u>Moz</u> Beginner's Guide to SEO

4 - Email Marketing

- [Mailchimp](#)
- Mailchimp Resources: Articles and guides on email marketing best practices.
- [Constant Contact](#)
- [HubSpot Blog](#): Articles on email marketing, inbound marketing, and digital marketing.
- Campaign Monitor Blog: Email marketing guides and best practices.

5 - Content Creation Tools

- [Adobe Spark](#)

- [Final Cut Pro](#)

- [Audacity](#)

- [Answer the Public](#) or [BuzzSumo](#) for inspiration based on popular topics.
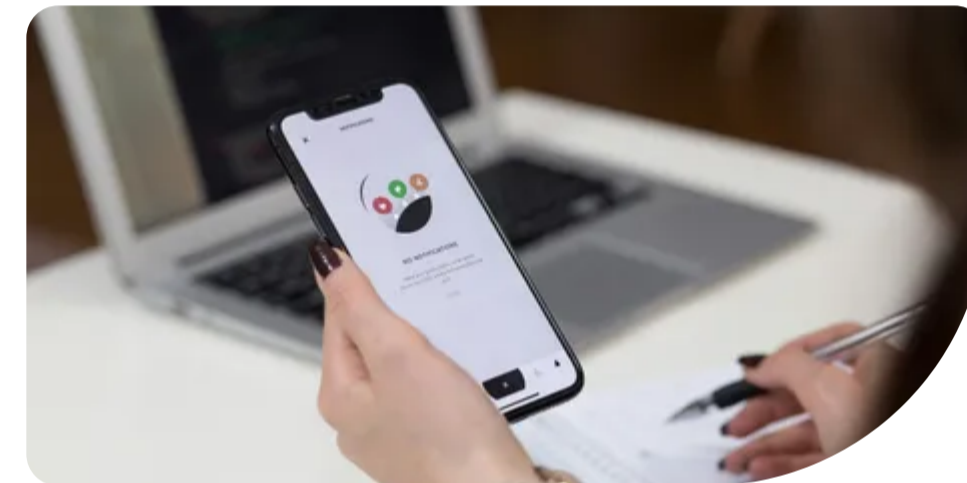
6 - Communication Tools

Communication between departments is crucial for the success of the work. Here are some examples of communication tools you can use:

- Asana

- Gather

- Microsoft Teams

- Zoom

Final Steps

Evaluation and Conclusion

Evaluation and Conclusion

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Evaluation and Conclusion

Evaluation

You will be evaluated on:

Creativity: How innovative and engaging is your content?

Effectiveness: Does your strategy effectively promote the company?

Collaboration: How well did your team work together?

Use of Tools: Did you effectively utilize digital tools?

Understanding of the task: The work demonstrates an accurate understanding of the task.

Completing the task: Works from different periods are evaluated; the conclusions are reasoned; all materials are directly related to the topic; sources are cited correctly; information from reliable sources is used.

Work result: Clear and logical presentation of information; all information is relevant, accurate, well structured and edited. Demonstrated Critical analysis and evaluation of material, position certainty.

Creativity: Presented by different approaches to the solution of the problem. The work has a strong individuality and expresses the point of view of the microgroup.

Conclusion

Congratulations on completing the Tech Masters - Digital Tools Challenge! Through this project, you've learned how to use various digital tools to create a comprehensive marketing campaign. These skills are invaluable in the digital age and will serve you well in any future marketing endeavors. You can also use this tools for other jobs. Well done!