MKTG 525

Individual Assignments

Based on the reading material: "Inbound Marketing Analytics", read the relevant material for the week. Then selecting two key words from the week's group of words, write a paper with the following the below steps:

- Select two (2) key words
- Find one current event article related to each key word
- Read each article
- Write approximately half a page for each article summarizing the article, including how it relates to the key word
- At the end, under a subtitle labeled "References", include the citation of the articles used
- Acceptable formats: MS Word or PDF

Upload to Canvas. Emailed submissions are not accepted. Late submissions are not accepted.

Below is the list of key words and pages to be read by assignment:

Individual Assignment Number	Reading Pages	Key Words
Individual Assignment 1	1-17	MARKETING ANALYTICS, WEBSITE & LANDING PAGES, TRAFFIC SOURCES (ORGANIC, REFERRALS, DIRECT), LANDING PAGE CONVERSION RATES, BOUNCE RATE
Individual Assignment 2	18-24	SEO, ORGANIC SEARCH, BRANDED VS. NON-BRANDED SEARCH TRAFFIC, UNIQUE SEARCH TERMS DRIVING TRAFFIC, INBOUND LINKS
Individual Assignment 3	25-29	PAID SEARCH, CLICK-THROUGH RATE, AVERAGE COST-PER-CLICK, CONVERSION RATE, COST-PER-ACQUISITION
Individual Assignment 4	30-34	RETURN ON AD SPEND, BUSINESS BLOGGING, BLOG TRAFFIC & REFERRAL SOURCES, INDIVIDUAL POST VIEWS, VISITOR-TO-LEAD CONVERSION RATE
Individual Assignment 5	35-41	CALL-TO-ACTION PERFORMANCE, BLOG LEADS, SOCIAL MEDIA MARKETING, SOCIAL MEDIA ENGAGEMENT, VISIBILITY & BRAND PERCEPTION,
Individual Assignment 6	42-46	TRAFFIC (TRAFFIC FROM SOCIAL MEDIA), CONVERSION RATE FROM SOCIAL MEDIA, EMAIL MARKETING, BOUNCE RATE (EMAIL MARKETING), DELIVERY RATE (EMAIL MARKETING)
Individual Assignment 7	47-53	LIST GROWTH RATE, CLICK-THROUGH RATE (EMAIL MARKETING), EMAIL SHARING/FORWARDING RATE, REVENUE PER EMAIL SENT, OPEN RATE
Individual Assignment 8	53-end	UNSUBSCRIBE RATE, LEAD NURTURING & MARKETING AUTOMATION, SEGMENTATION INTELLIGENCE, TIME TO CUSTOMER CONVERSION