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Grading for this assignment will be based on answer quality, logic / organization of the paper, and language following rubric.

Points: 190	Assignment 2: Create an Instagram Campaign		
Criteria	Unacceptable Below 70% F	Fair 70-79% C	Proficient 80-89%
<p>1. Select one (1) product that you would like to utilize for the Instagram Campaign. Specify the main reasons why the company would benefit from using this product for the campaign.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely selected one (1) product that you would like to utilize for the Instagram Campaign. Did not submit or incompletely specified the main reasons why the company would benefit from using this product for the campaign.</p>	<p>Partially selected one (1) product that you would like to utilize for the Instagram Campaign. Partially specified the main reasons why the company would benefit from using this product for the campaign.</p>	<p>Satisfactorily selected one (1) product that you would like to utilize for the Instagram Campaign. Satisfactorily specified the main reasons why the company would benefit from using this product for the campaign.</p>
<p>2. Specify the main purpose of the Instagram campaign for the company regarding its social media marketing. Next, define the main target market information (i.e., demographic information, psychographic information, and the need that the Instagram will address for the target market) for the Instagram campaign.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely specified the main purpose of the Instagram campaign for the company regarding its social media marketing. Did not submit or incompletely defined the main target market information (i.e., demographic information, psychographic information, and the need that the Instagram will address for the target market) for the Instagram campaign.</p>	<p>Partially specified the main purpose of the Instagram campaign for the company regarding its social media marketing. Partially defined the main target market information (i.e., demographic information, psychographic information, and the need that the Instagram will address for the target market) for the Instagram campaign.</p>	<p>Satisfactorily specified the main purpose of the Instagram campaign for the company regarding its social media marketing. Satisfactorily defined the main target market information (i.e., demographic information, psychographic information, and the need that the Instagram will address for the target market) for the Instagram campaign.</p>
<p>3. Design the main contest of the Instagram campaign for the participants including the main purpose of the contest, the key rules of engagement for success, the main incentives for the winner(s), and an example entry picture or a description of an example entry picture.</p> <p>Weight: 15%</p>	<p>Did not submit or incompletely designed the main contest of the Instagram campaign for the participants including the main purpose of the contest, the key rules of engagement for success, the main incentives for the winner(s), and an example entry picture or a description of an example entry picture.</p>	<p>Partially designed the main contest of the Instagram campaign for the participants including the main purpose of the contest, the key rules of engagement for success, the main incentives for the winner(s), and an example entry picture or a description of an example entry picture.</p>	<p>Satisfactorily designed the main contest of the Instagram campaign for the participants including the main purpose of the contest, the key rules of engagement for success, the main incentives for the winner(s), and an example entry picture or a description of an example entry picture.</p>
<p>4. Determine the metrics that you would use to monitor the progress of your campaign. Provide a rationale for your response.</p> <p>Weight: 10%</p>	<p>Did not submit or incompletely determined the metrics that you would use to monitor the progress of your campaign. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially determined the metrics that you would use to monitor the progress of your campaign. Partially provided a rationale for your response.</p>	<p>Satisfactorily determined the metrics that you would use to monitor the progress of your campaign. Satisfactorily provided a rationale for your response.</p>
<p>5. Appraise the overall benefits</p>	<p>Did not submit or</p>	<p>Partially appraised the</p>	<p>Satisfactorily appraised</p>

<p>in which using a passive marketing strategy would bring benefit to this company. Provide a rationale for your response.</p> <p>Weight: 15%</p>	<p>and passive marketing. Did not submit or incompletely provided a scenario or example in which using a passive marketing strategy would bring benefit to this company. Did not submit or incompletely provided a rationale for your response.</p>	<p>Partially provided a scenario or example in which using a passive marketing strategy would bring benefit to this company. Partially provided a rationale for your response.</p>	<p>Satisfactorily provided a scenario or example in which using a passive marketing strategy would bring benefit to this company. Satisfactorily provided a rationale for your response.</p>
<p>7. Apply social media marketing skills and be creative with the formatting (e.g., font color, size, layout, etc.) Note: Make sure the font size is not larger than 18. Weight: 5 %</p>	<p>Did not submit or incompletely applied social media marketing skills and be imitative with the formatting (e.g., font color, size, layout, etc.)</p>	<p>Partially applied social media marketing skills and be ordinary / routine with the formatting (e.g., font color, size, layout, etc.)</p>	<p>Satisfactorily applied social media marketing skills and be creative with the formatting (e.g., font color, size, layout, etc.)</p>
<p>8. 3 references</p> <p>Weight: 5%</p>	<p>No references provided.</p>	<p>Does not meet the required number of references; some or all references poor quality choices.</p>	<p>Meets number of references; all references high quality choices.</p>
<p>9. Writing Mechanics, Grammar, and Formatting</p> <p>Weight: 5%</p>	<p>Serious and persistent errors in grammar, spelling, punctuation, or formatting.</p>	<p>Partially free of errors in grammar, spelling, punctuation, or formatting.</p>	<p>Mostly free of errors in grammar, spelling, punctuation, or formatting.</p>
<p>10. Information Literacy / Integration of Sources</p> <p>Weight: 5%</p>	<p>Serious errors in the integration of sources, such as intentional or accidental plagiarism, or failure to use in-text citations.</p>	<p>Sources are partially integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>	<p>Sources are mostly integrated using effective techniques of quoting, paraphrasing, and summarizing.</p>
<p>11. Clarity and Coherence of Writing</p> <p>Weight: 5%</p>	<p>Information is confusing to the reader and fails to include reasons and evidence that logically support ideas.</p>	<p>Information is partially clear with minimal reasons and evidence that logically support ideas.</p>	<p>Information is mostly clear and generally supported with reasons and evidence that logically support ideas.</p>



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