

## Application Assignment #4 – Rock Star Energy Drink Marketing 363

Spring Semester 2010  
Due in class on Tuesday, April 13, 2010

Approach this assignment as if you were preparing a professional response for a potential client. Spelling, grammar, and use of professional marketing terminology are important and will be factored into grading accordingly. Misuse of the client's name or business will result in -10 points automatically. Total points possible = 20.

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Rock Star Energy Drink is promoted within a highly competitive market. Rock Star wants to strengthen its brand and its internet presence. For purposes of this assignment, assume that you have been hired as the brand's internet marketing consultant. The brand management team has the following objectives for Rock Star Energy Drink:

- Increase top of mind awareness for consumers seeking an energy drink option
- Increase the brand's internet presence
- Increase website traffic by 20% over the next six months with no additional increase in budget

Due to the identified objectives, it is important to focus on online marketing methods that will be effective but inexpensive to implement. Viral marketing, use of social media, and better online keyword targeting have been mentioned as possible ways to increase traffic without increasing budgets or staffing. (Funds to cover consulting fees and a minimal budget to accomplish your recommendations have been pulled from the offline advertising budget that has been reduced accordingly.)

Using content presented in Chapter 9 of your text, information presented in class related to online marketing, the company's website, [www.rockstar69.com](http://www.rockstar69.com), and any other information you wish to use to support your recommendations, write a paper that presents the following recommendations to you client.

- 1) Analyze Rock Star's website and provide feedback related to user-friendliness, credibility, and its ability to keep visitors engaged while on the site. Provide recommendations for improvement.
- 2) Identify five "opportunity" keywords that could be used to promote Rock Star Energy Drink through SEO, social media, and any other relevant online marketing tactics relying upon keywords.
- 3) Recommend a viral marketing campaign that would be effective in drawing new visitors to the brand's website. Describe the viral campaign including what the focus would be and how it would work to increase website traffic.
- 4) Provide specific social media recommendations that could help accomplish the marketing team's stated objectives. (Do NOT simply say "get on xyz" but be specific as to how that social media vehicle might be used to meet their objectives.)

Your recommendation paper should be double (or 1½) line spacing and should total roughly 1½ - 2 pages using standard margins and traditional font sizes (Times Roman 12 or Arial 10) are two examples).