

# Case Study Blog

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Worksheet



# Case Study Blog Worksheet

Use this worksheet to document everything you learn about your case study blogs! Feel free to add extra pages to this in order to document all of observations as you go.

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## Case Study Blog #1

Blog Name:

Blog URL:

Who is the blogger?:

Facebook Page URL:

Pinterest URL:

Twitter URL:

Instagram URL:

Google+ URL:

## Observations

### Content Management

	Yes	No
Are they posting on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
What is their observable schedule?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Do they have an opt-in form visible from each post/page?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to find where you can subscribe to their email list?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to tell what the blog is about?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Email List Management

	Yes	No
Are they emailing you on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
How often do they email you?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Are they emailing you about their latest blog content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they emailing you about their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Social Media Management

	Yes	No
Are they sharing their own content?	<input type="checkbox"/>	<input type="checkbox"/>
How often are they posting?	<input type="checkbox"/> Multiple times each day? Daily? <input type="checkbox"/> Weekly?	
Are they sharing other people's content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they sharing their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations (What types of things are they posting?):

# Customer Service

	Yes	No
When you emailed, did you receive a response?	<input type="checkbox"/>	<input type="checkbox"/>
How long did it take you to receive a response?	A few hours? A few days? Weeks?	
Did the blogger respond personally, or did their team member respond?	<input type="checkbox"/>	
Was the interaction positive?	<input type="checkbox"/>	<input type="checkbox"/>
Was the interaction personal?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Other Observations

Yes

No

Is the blog monetized?

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How is the blog monetized? Check all that apply:

- Ad placements (Google AdSense, promotional banners, etc.)
- Affiliate marketing (promoting third-party products/services)
- eCommerce (selling their own products/services)

Does the blogger offer a media kit?

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How many pageviews indicated on their media kit?

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How many email subscribers indicated on their media kit?

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How many social media followers indicated on their media kit?

Facebook:
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Twitter:
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Instagram:
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Pinterest:

Other:

Digital Marketing Observations (Unit 7 Project):

A large, solid gray rectangular area intended for students to write their digital marketing observations for the Unit 7 Project.



## Case Study Blog #2

Blog Name:

Blog URL:

Who is the blogger?:

Facebook Page URL:

Pinterest URL:

Twitter URL:

Instagram URL:

Google+ URL:

## Observations

### Content Management

	Yes	No
Are they posting on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
What is their observable schedule?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Do they have an opt-in form visible from each post/page?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to find where you can subscribe to their email list?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to tell what the blog is about?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Email List Management

	Yes	No
Are they emailing you on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
How often do they email you?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Are they emailing you about their latest blog content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they emailing you about their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>
Additional observations:	<input type="text"/>	

# Social Media Management

	Yes	No
Are they sharing their own content?	<input type="checkbox"/>	<input type="checkbox"/>
How often are they posting?	<input type="checkbox"/> Multiple times each day? Daily? <input type="checkbox"/> Weekly?	
Are they sharing other people's content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they sharing their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations (What types of things are they posting?):

# Customer Service

	Yes	No
When you emailed, did you receive a response?	<input type="checkbox"/>	<input type="checkbox"/>
How long did it take you to receive a response?	A few hours? A few days? Weeks?	
Did the blogger respond personally, or did their team member respond?	<input type="checkbox"/>	
Was the interaction positive?	<input type="checkbox"/>	<input type="checkbox"/>
Was the interaction personal?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

## Other Observations

Yes

No

Is the blog monetized?

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How is the blog monetized? Check all that apply:

- Ad placements (Google AdSense, promotional banners, etc.)
- Affiliate marketing (promoting third-party products/services)
- eCommerce (selling their own products/services)

Does the blogger offer a media kit?

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How many pageviews indicated on their media kit?

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How many email subscribers indicated on their media kit?

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How many social media followers indicated on their media kit?

Facebook:
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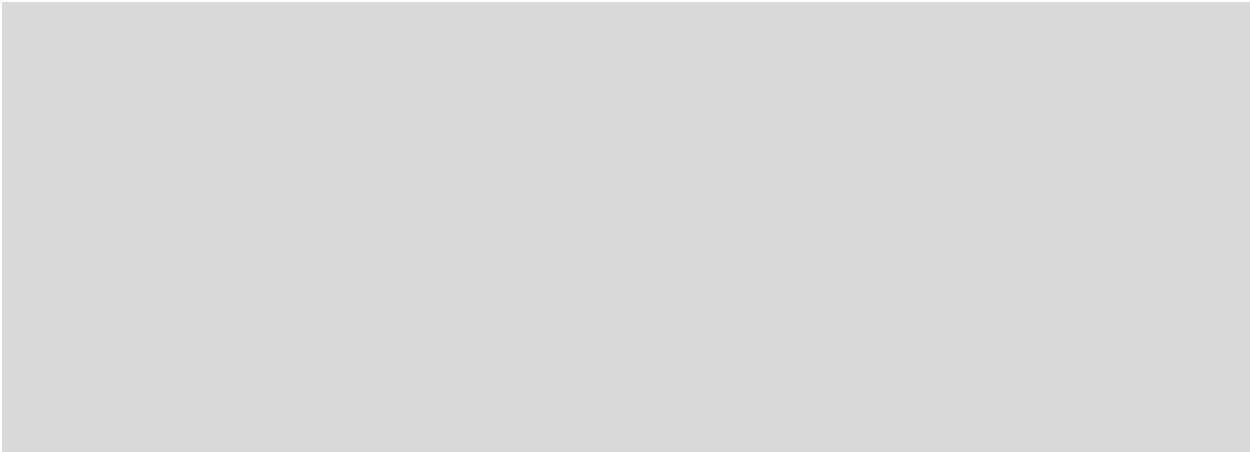
Twitter:
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Instagram:
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Pinterest:

Other:

Digital Marketing Observations (Unit 7 Project):



## Case Study Blog #3

Blog Name:

Blog URL:

Who is the blogger?:

Facebook Page URL:

Pinterest URL:

Twitter URL:

Instagram URL:

Google+ URL:



## Observations

### Content Management

	Yes	No
Are they posting on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
What is their observable schedule?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Do they have an opt-in form visible from each post/page?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to find where you can subscribe to their email list?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to tell what the blog is about?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Email List Management

	Yes	No
Are they emailing you on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
How often do they email you?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Are they emailing you about their latest blog content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they emailing you about their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>
Additional observations:	<input type="text"/>	

# Social Media Management

	Yes	No
Are they sharing their own content?	<input type="checkbox"/>	<input type="checkbox"/>
How often are they posting?	<input type="checkbox"/> Multiple times each day? Daily? <input type="checkbox"/> Weekly?	
Are they sharing other people's content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they sharing their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations (What types of things are they posting?):

# Customer Service

	Yes	No
When you emailed, did you receive a response?	<input type="checkbox"/>	<input type="checkbox"/>
How long did it take you to receive a response?	A few hours? A few days? Weeks?	
Did the blogger respond personally, or did their team member respond?	<input type="checkbox"/>	
Was the interaction positive?	<input type="checkbox"/>	<input type="checkbox"/>
Was the interaction personal?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

## Other Observations

Yes

No

Is the blog monetized?

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How is the blog monetized? Check all that apply:

- Ad placements (Google AdSense, promotional banners, etc.)
- Affiliate marketing (promoting third-party products/services)
- eCommerce (selling their own products/services)

Does the blogger offer a media kit?

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How many pageviews indicated on their media kit?

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How many email subscribers indicated on their media kit?

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How many social media followers indicated on their media kit?

Facebook:
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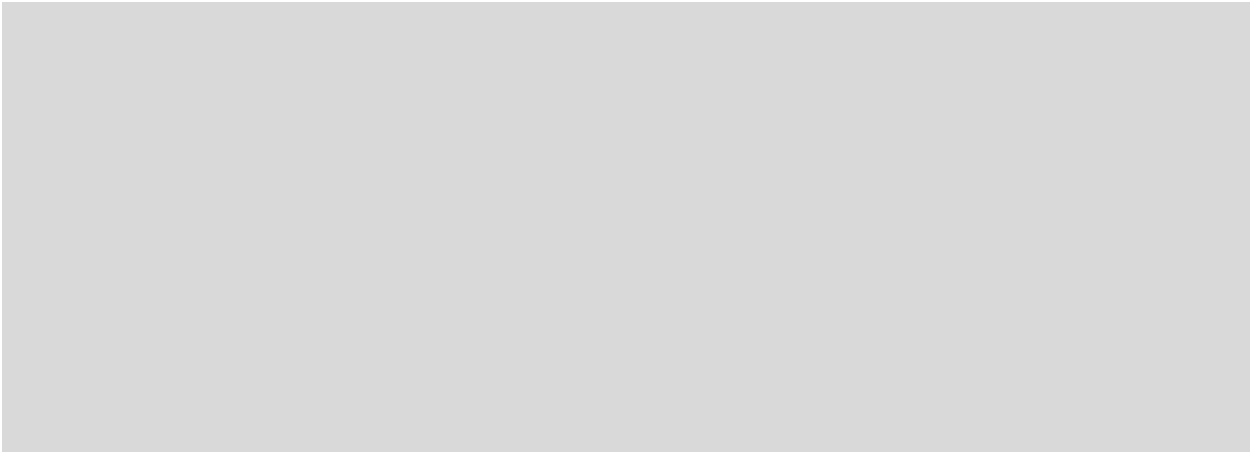
Twitter:
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Instagram:
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Pinterest:

Other:

Digital Marketing Observations (Unit 7 Project):



## Case Study Blog #4

Blog Name:

Blog URL:

Who is the blogger?:

Facebook Page URL:

Pinterest URL:

Twitter URL:

Instagram URL:

Google+ URL:

## Observations

### Content Management

	Yes	No
Are they posting on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
What is their observable schedule?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Do they have an opt-in form visible from each post/page?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to find where you can subscribe to their email list?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to tell what the blog is about?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:



# Email List Management

	Yes	No
Are they emailing you on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
How often do they email you?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Are they emailing you about their latest blog content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they emailing you about their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Social Media Management

	Yes	No
Are they sharing their own content?		
How often are they posting?	Multiple times each day? Daily? Weekly?	
Are they sharing other people's content?		
Are they sharing their own products?		
Are they promoting someone else's products?		

Additional observations (What types of things are they posting?):

# Customer Service

	Yes	No
When you emailed, did you receive a response?	<input type="checkbox"/>	<input type="checkbox"/>
How long did it take you to receive a response?	A few hours? A few days? Weeks?	
Did the blogger respond personally, or did their team member respond?	<input type="checkbox"/>	
Was the interaction positive?	<input type="checkbox"/>	<input type="checkbox"/>
Was the interaction personal?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

## Other Observations

Yes

No

Is the blog monetized?

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How is the blog monetized? Check all that apply:

- Ad placements (Google AdSense, promotional banners, etc.)
- Affiliate marketing (promoting third-party products/services)
- eCommerce (selling their own products/services)

Does the blogger offer a media kit?

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How many pageviews indicated on their media kit?

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How many email subscribers indicated on their media kit?

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How many social media followers indicated on their media kit?

Facebook:
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Twitter:
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Instagram:
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Pinterest:

Other:

Digital Marketing Observations (Unit 7 Project):

A large, solid gray rectangular area intended for students to write their digital marketing observations for the Unit 7 Project.

## Case Study Blog #5

Blog Name:

Blog URL:

Who is the blogger?:

Facebook Page URL:

Pinterest URL:

Twitter URL:

Instagram URL:

Google+ URL:

## Observations

### Content Management

	Yes	No
Are they posting on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
What is their observable schedule?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Do they have an opt-in form visible from each post/page?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to find where you can subscribe to their email list?	<input type="checkbox"/>	<input type="checkbox"/>
Is it easy to tell what the blog is about?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

# Email List Management

	Yes	No
Are they emailing you on a consistent basis?	<input type="checkbox"/>	<input type="checkbox"/>
How often do they email you?	<input type="text" value="Weekly? Bi-weekly? Monthly?"/>	
Are they emailing you about their latest blog content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they emailing you about their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>
Additional observations:	<input type="text"/>	



# Social Media Management

	Yes	No
Are they sharing their own content?	<input type="checkbox"/>	<input type="checkbox"/>
How often are they posting?	<input type="checkbox"/> Multiple times each day? Daily? <input type="checkbox"/> Weekly?	
Are they sharing other people's content?	<input type="checkbox"/>	<input type="checkbox"/>
Are they sharing their own products?	<input type="checkbox"/>	<input type="checkbox"/>
Are they promoting someone else's products?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations (What types of things are they posting?):

# Customer Service

	Yes	No
When you emailed, did you receive a response?	<input type="checkbox"/>	<input type="checkbox"/>
How long did it take you to receive a response?	A few hours? A few days? Weeks?	
Did the blogger respond personally, or did their team member respond?	<input type="checkbox"/>	
Was the interaction positive?	<input type="checkbox"/>	<input type="checkbox"/>
Was the interaction personal?	<input type="checkbox"/>	<input type="checkbox"/>

Additional observations:

## Other Observations

Yes

No

Is the blog monetized?

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How is the blog monetized? Check all that apply:

- Ad placements (Google AdSense, promotional banners, etc.)
- Affiliate marketing (promoting third-party products/services)
- eCommerce (selling their own products/services)

Does the blogger offer a media kit?

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How many pageviews indicated on their media kit?

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How many email subscribers indicated on their media kit?

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How many social media followers indicated on their media kit?

Facebook:
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Twitter:
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Instagram:
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Pinterest:

Other:

Digital Marketing Observations (Unit 7 Project):

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