

# Digital Marketing Practice Workbook

**LEARN • PRACTICE • PROVE • PROGRESS**

This workbook helps you plan measurable campaigns that move a defined audience toward a useful action. Use it beside your Skillser course. The goal is evidence of practice, not perfect handwriting.

## How to use it

- Choose one concrete result for the course.
- Complete the practical task before moving on when possible.
- Keep screenshots, calculations, photos, drafts or recordings as evidence.
- Use the reflection prompts to identify what needs another attempt.
- Do not treat a completion certificate as professional or government accreditation.

# 1. Your outcome and baseline

Write one observable result you want by the end of the course. Avoid vague goals like “understand more.” Use a result another person could inspect.

## My target result

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## What I can already do

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## Constraints I must design around

- ☐ Time available each week
- ☐ Phone-only or limited device access
- ☐ Data/internet cost
- ☐ Budget for tools/materials
- ☐ Confidence or previous experience
- ☐ Other: \_\_\_\_\_

## 2. Core practice map

Use these as anchors while you work through your lessons.

### Audience

Define audience in your own words. Then write one example from your work, business, study or daily life where it matters.

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### Message

Define message in your own words. Then write one example from your work, business, study or daily life where it matters.

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### Offer

Define offer in your own words. Then write one example from your work, business, study or daily life where it matters.

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### Channel

Define channel in your own words. Then write one example from your work, business, study or daily life where it matters.

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### Conversion

Define conversion in your own words. Then write one example from your work, business, study or daily life where it matters.

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### Measurement

Define measurement in your own words. Then write one example from your work, business, study or daily life where it matters.

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### 3. Three practical challenges

Complete these outside the lesson player. Real practice produces something you can inspect.

#### Challenge 1

**Define one audience segment without using the word everybody.**

Evidence I created / what happened

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#### Challenge 2

**Create a campaign brief with one action and three proof points.**

Evidence I created / what happened

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#### Challenge 3

**Build a tracking sheet for reach, clicks/messages, qualified leads and sales.**

Evidence I created / what happened

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## 4. Weekly practice log

Track short focused sessions. A 25-minute session with a clear output beats two hours of passive browsing.

| Date | What I practised | Evidence/output | What to improve |
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## 5. Capstone project

Create a 14-day campaign plan with audience, message, content map, budget, CTA, tracking metrics and a post-campaign review template.

### Project plan

**Problem/result:**

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**Inputs/tools/materials:**

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**Steps and timeline:**

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**Evidence to submit:**

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## 6. Self-assessment rubric

Score the finished work honestly. A low score is useful because it tells you what to practise next.

| Criterion          | 1 - Needs work       | 2 - Developing       | 3 - Solid              | 4 - Strong                    |
|--------------------|----------------------|----------------------|------------------------|-------------------------------|
| Clarity            | Outcome is unclear   | Partly clear         | Clear and usable       | Exceptionally clear           |
| Accuracy / quality | Frequent errors      | Some errors          | Meets the standard     | Consistent and polished       |
| Process            | Cannot explain steps | Steps are incomplete | Can repeat the process | Can teach/adapt the process   |
| Evidence           | Little evidence      | Some evidence        | Clear proof of work    | Strong portfolio-ready proof  |
| Reflection         | No review            | General review       | Specific improvements  | Tests improvements and learns |

### My next 30-day practice plan

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### Content note

For topics that change with laws, tax rules, platform interfaces, exam policies, financial products or software versions, verify the current rule/interface before acting. Skillser learning materials are educational and should not replace qualified legal, financial, medical or regulated professional advice.