

Strategic Communication Media: Campaign Project (35%)

Assignment Description

Project (35%): As a team of four students, you will locate a client who needs assistance with social media. For this client, you will analyze their current situation and create and implement 1-2 elements of a social media campaign. This project will give you an opportunity to apply what you have learned in this course and gain a deeper understanding of the challenges with the various social media approaches. **Due April 25**

This project has two parts:

- Client Strategy Brief
- Social Media Plan

Client Strategy Brief

Summarize your client's overall marketing or business strategy. If you are going to be focusing on a particular part of their business for this project, tailor this brief to that focus. Please include the following:

1. Overall strategy
 - What products and/or services does this client offer?
 - Who is the target market?
 - What is the main value proposition to the target?
 - How is the client's offering positioned relative to the competition?

Please offer your critical evaluation of the points above. For example, is the target market defined in a useful way? If not, what do you suggest? Does the client currently have a clear positioning? If not, what do you suggest?

2. Assessment social media and online strategy
 - In what ways is the client currently using an online presence to support its business?
 - In your view, what strategic objectives could be served by changes to the online presence?

Social Media Strategy

To create your social media strategy, follow these four steps:

1. Write 3-5 strategic objectives. These strategic objectives should have clear links to the Client Strategy Brief, articulating how the overall marketing strategy can be furthered by social media approaches.
2. Second, suggest several specific tactics that you recommend the client take to further each objective. Some examples can be found below.
3. Third, pick one or two of your recommended specific tactics, implement them, and track the results. Here are some examples of what you can do and what type of information to provide in your report. These are only illustrative suggestions. The key idea is to show your creativity, your ability to execute, and your understanding of what data to report so that the execution can be evaluated. Remember that these are just some examples. Have fun with this.

- If you suggest blogging on certain topics, write and post 2-3 blog entries. Hand in the blog entries and any comments received on them, provide the URLs, provide information about number of comments, number of page views.
 - If you suggest a blog-commenting campaign, provide a list of blogs and their URLs, the comments you wrote, and any measurable responses (e.g., how many hits on the client's site from those comments).
 - If you suggest creating a Facebook page, provide the URL of the page, a screen shot of the page, and other data such as a chart of number of fans or comments as a function of time.
 - Another way to use Facebook is targeted ad campaigns. Show the ad(s) and the settings you used and comment on which ads and which targets generated the highest click rate.
 - If you suggest Twitter, tweet a few dozen times. Provide the text of the tweets, report retweets (RT), and track any bit.ly links used in your tweets.
 - If you suggest posting a YouTube video, create the video, post it on YouTube and/or the client's site, and report information about views, comments, etc.
 - If you suggest holding a video contest, explain how you will promote the contest, how many entrants you got, and the results of the contest. Provide a URL to show the winning video.
 - If you have a B2B client, create a LinkedIn group, post content, invite targets, and then measure performance by how many members joined and if/how they contributed.
4. Finally, critically reflect on the specific steps you implemented. What worked? What didn't work? What advice do you have for your client going forward?

Expression of Expectations for Performance

The best projects will provide a thorough assessment of the client situation in the Client Strategy Brief and an appropriate social media strategy in the Social Media Plan. The suggested tactics will also be appropriate for the objectives and demonstrate knowledge of social media and creative thinking. The best papers will be well-written with no typographical errors.

* Thank you to Laura Kornish, Associate Professor in the Leeds School of Business at the University of Colorado for allowing me to adapt this assignment for my class.