

MAR4236 Social Media Marketing
Final Project Assignment: Live Case
Social Media Marketing Plan, Campaign, and Presentation- SCOPE

The Project: To complete an analysis of the Social Media Marketing strategy of a real local business, and then create a Social Media Marketing Plan and Campaign. This project can be a great real-world experience and a differentiator for you on your resume.

The Process: You will be assigned to a team of classmates. You will be assigned a client. You will provide the client with objective assessment, advice, a plan with recommendations, and a social media campaign.

The Format: The PowerPoint presentation (with research data and notes!*) will be uploaded to Dropbox in eLearning and presented to the client and the class.

*A “conversation” to help the reader better understand the key points on each slide.

- Executive Summary
- Brief background on the business, its situation, its value proposition, and overall company goals
- Short competitor (competitive) analysis

Analysis/Assessment of current Social Media Marketing efforts, with a focus on customer acquisition/conversion strategies and customer retention strategies.

- Social Media Audit
 - SWOT Analysis
 - Social Media Goals/Objectives *Specific to social media.*
 - Persona(s)/Target Audience(s) *Description of the personas – no more than 3*
 - Strategies and Tools/Platforms *Strengths, Opportunities for Improvement, and Recommendations for each platform- which platforms and why?*
 - Benchmark examples *what are others doing well as an example?*
 - Timing *for the posts and the campaign overall*
 - Roles and Responsibilities *who should do what?*
 - Social Media Policy *what should be in it?*
 - Critical Response Plan *what should be in it?*
 - Monitoring and Measuring *what to measure? What analytics? What tools to use?*
 - Social Media Campaign *Recommended campaign, explanation, strategy, examples with at least 3 sample posts per social media platform; can use the templates.*
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- Research data, facts, charts, graphs, sources and citations *in PPT and notes.*
 - Conclusion
 - Overall professionalism of the PowerPoint document
 - Overall professionalism of the Presentation to client

Note: You MUST use PowerPoint, NOT GoogleDocs, etc. (This is so clients and I can open it. Also, keep in mind that conversions from Mac Keynote do NOT work well.)

Presentation Length:

Time: The team will have 25 minutes to present, with 5-10 additional minutes for Q&A.

PowerPoint Length: Length is hard to determine, but approximately 25 slides is reasonable.