

Digital & Social Media Group Project Description

Your team will be acting as consultants for a Client to strengthen its business/impact through effective marketing and use of digital and social media. It is suggested that you take the mindset of being the owner.

You will need to address these questions, which include, but are not limited to:

- What are the Client's overall business/outreach objectives and marketing strategy (e.g. target market(s) and positioning)?
- How are the Client and its competitors/substitutes using digital and social media?
- On what websites and social media platforms (both mainstream and niche specific to its industry), should the Client have a presence?
- How can the Client achieve prominence in social and digital channels (e.g. search engine positions)
- How can the brand tell its story in an engaging and authentic way using relevant content and influencer approaches?
- What is the best way to measure and track social media success?
- Are there other initiatives (e.g. not digital/social media based) that can support social media activities?

Elements of the Plan

A successful plan is one with sufficient detail, including messages and specific tools, to be implemented immediately. It will be important to consider the impact and investments that will determine the relevance of proposed tactics to the Client's business. For the Project, your team is required to perform the following tasks and activities:

1. Understand and assess the marketing strategy (e.g. **targeting and positioning**). Identify and describe the key "**persona(s)**" who you are trying to reach through your communication efforts.
2. Provide suggestions for developing an engaging and compelling **brand story to be told on social media**. Consider the brand's functional/emotional benefits, and brand value for the targeted personas.
3. After performing a **social media audit** of the organization's current social/digital presence, provide recommendations for utilizing/improving mainstream and niche **social media platforms** in order to enhance reach and brand reputation. Keep in mind the Client's target persona(s) and the opportunities each platform offers for reaching and connecting with them. (Use Hootsuite to track the company's and competitors' social handles and key hashtags.)
4. Propose and describe **1-2 social media campaigns** that the Client can further develop and implement to meet its marketing objectives. Indicate campaign goals, objectives, tactics, and fit with the Client's overall marketing and social media strategy.
 - Illustrate **campaign content** with visual mock-ups, storyboards, written samples. Mock up representative content (blog post or graphic) on each recommended platform.
 - Indicate **timing** considerations for executing the campaigns via a calendar representation of content and/or campaign(s) for a period of at least 3-12 months.
5. Provide suggestions for developing compelling and engaging **types of content** for the Client. What is the right mix of educational, entertaining, practical, etc. content? Provide recommendations for the best content **distribution management/amplification** strategies. (In executing this task, rely on best practices and apply them to the reality of the Client's situation and resource levels.)

6. Identify potential **influencers** relevant to the Client's industry/target audience and develop **strategies** for engaging these influencers and leveraging them for the brand as appropriate. Consider possibilities of collaborating with celebrities, popular influencers, and/or micro-influencers.
7. Using strategies and tactics of creating virality, propose a theme and **develop a video** (no longer than 1.5 minutes) to represent what could be distributed on different social media video channels. Please also include which recommended **online channels** could be used to promote the video. Recommend some additional **marketing tactics** could be used to promote the video.
8. Based on your review of the client's marketing plans and assets, recommend other **digital and/or traditional marketing** programs that could reinforce your social media activities and vice versa.
 - Include one traditional/offline promotional element that relates to a proposed social campaign
9. Establish **metrics and key performance indicators** (KPIs) for the Client's social media tactics. Provide your recommendations on how to measure social media performance.

Your grade and project performance will depend on the quality (strategic fit, creativity, feasibility) of your recommendations and their potential to contribute to the business growth of Client.

Project Process

- Week 1: Client briefing in class
- Week 6: (refer to separate interim assignment descriptions)
 - Students submit Individual Client Content Assignment
 - Teams submit Client Social Media Audit
 - Teams submit Client Questions via professor
- Week 12: Team submits written report and delivers client presentation

Project Final Deliverables

- Final Client Presentation
- Final Client Written Report
 - Table of Content and titles for each section, with subheadings.
 - Up to 10 pages, double-spaced, 12-point font, 1-inch margins
 - Up to 10 pages of appendices that include key planning charts/calendar, content samples (visual mock-ups, written articles etc.)
- Short video (<1.5 minutes)

Team Project Evaluation

	Comments	Points	Score
Plan Content <input type="checkbox"/> Marketing Strategy <input type="checkbox"/> Social Platforms <input type="checkbox"/> 1-2 social campaigns (theme, timing etc.) <input type="checkbox"/> Brand story <input type="checkbox"/> Content development/distribution <input type="checkbox"/> Influencers/plan <input type="checkbox"/> Traditional marketing <input type="checkbox"/> Measurement/metrics <input type="checkbox"/> Additional ideas (as appropriate) <input type="checkbox"/> Video sample		30%	
Impact Based on Client's Assessment <input type="checkbox"/> Strategic fit <input type="checkbox"/> Creativity <input type="checkbox"/> Feasibility <input type="checkbox"/> Potential for Client growth <input type="checkbox"/> Client's assessment		20%	
Client Presentation <input type="checkbox"/> Content organization/flow <input type="checkbox"/> Delivery of presentation <input type="checkbox"/> Response to questions <input type="checkbox"/> Slides/Visuals		20%	
Written Report <input type="checkbox"/> Insightful and clear <input type="checkbox"/> Comprehensive <input type="checkbox"/> Well-structured <input type="checkbox"/> Quality of appendices <input type="checkbox"/> Grammar and wording <input type="checkbox"/> Sources/citations		30%	
	Overall	100%	