

Social Media Marketing Group Project (30%)

As you know, one of the assessment components in this course requires that you complete a group project.

Project Overview

The goal for the group project is that your group produces an integrated Social Media Marketing Plan for a specific company, aligned with its marketing goals.

Project Deliverables

You will develop your social media marketing plan in three parts. Each part has a deliverable, as follows:

1. **Part 1:** Development of a social media audit
2. **Part 2:** Identification of target market and social media strategies
3. **Part 3:** Development of the social media marketing plan

Each deliverable builds on each other to support the development of the final project. At the end of each part you submit your work to the instructor to get insightful feedback, so that your plan is optimized when you hand in the final copy. Note that each of these deliverables will not contribute to your final mark – your final mark will be based on the final project you submit.

Group Selection

Your instructor has randomly organized you into groups. To see who is on your group, click the **Groups** menu item on navigation bar, on the top right corner of the screen. Each group has an assigned discussion area where you can communicate with your peers as you work through the project, so feel free to introduce yourself to your group.

Choosing a Company

The purpose of this project is to get you to produce a “real-life” plan that an organization could implement to their benefit. You must select **a local company**. By choosing a local company, you may be able to get access to information that will help you formulate your plan. In fact, one of your team members may work for that company, in which case you may have access to a marketing plan that will include marketing goals and objectives for the company. If not, you may create marketing goals for the company yourselves, but they have to make sense.

Introductory Assignment – Team Contract and Company Selection

Define five criteria for yourselves as a team that will help you achieve your project goals together. Include in this document the company you have selected for the project and a brief explanation of why you chose that company. To add some more fun to the project, also create a team name.

Deliverable: A document with your five criteria, team name, and selected company, signed by every member of the group.

Due: Beginning of Week 2

Creating a Plan

Once you select the company, your global task is to develop an integrated social media marketing plan that is aligned with the overall direction of the company. In order to implement your social media marketing plan you have been given a budget of \$50,000.00.

Your plan must include the following activities:

- Social Media Audit
- Social Media Strategy
- Blogging and Microblogging Strategy and Tactics
- User-Generated Strategy and Tactics
- Social Networking Strategy and Tactics
- Online Promotional Strategy and Tactics
- Offline Promotional Strategy and Tactics
- Continuous Improvement Strategy and Tactics
- Testing
- Timeline
- Budget Breakdown

To help enhance your plan, you will want to include samples of your proposed work (*e.g.*, Facebook page designs, example messaging, etc.). Note that although there are expectations that you submit samples, the focus of the assessment is not on visual designs as this is not a design class. Therefore, if necessary, it is okay to use sample images you find online in order to convey your ideas.

You are free to use any format you would like for your marketing plan, although you are also required to include an Executive Summary. Just ensure that the organization of your plan flows logically and that you have covered all the activities listed above, including Parts I and II.

If you would like help with how to format a marketing plan, there are some online resources that can help, such as [this site](#).

Part 1 – Social Media Audit

- **Conduct a social media audit.** Using the social media audit outline you were provided in Module 3, conduct a thorough audit of your company’s existing social media activities.
- **Implications.** Outline the strategic implications of your social media audit. Where are your current strengths and where do you need to improve? If your company is not engaged in social media at the moment, what are the implications of this?

Deliverable: A document (no more than 4 pages) that outlines the organization’s social media activities and the implications of this current situation.

Due: Beginning of Week 6

-
-
-
-

Questions?

As is the case with most client opportunities, there is a lot of fuzziness in the early stages of social media planning—clients don’t always have the detailed answers you need.

Use the Course Q&A discussion forum to ask any questions you may have related to the group project. Don’t be afraid to ask questions – chances are you are not the only one with a specific question.

If any information is deemed to be an omission or error in the outline of the assignment, the answer will be shared with the rest of the class so that everybody remains on an even playing field. If the question you have is private (i.e. you don’t want to share your strategy with the rest of your class), you are free to engage your instructor through email.